

## Trustees 2016-17

Dave Ambrosy-2017  
Jeff Arban 2017  
Bob Duthaler-2016  
Dave Garb-2017  
Stephanie Gibbons-2016  
Debbe Gist-2017  
Victoria Timpanaro 2016

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## General Meeting Schedule 2016

**May 27- JAG Conference**  
Hyatt, Morristown, NJ  
8:00am breakfast meeting  
**Sept. 28-** Varto  
Technologies in East  
Rutherford  
Presentation-by our host  
**Oct. 26-** Scotch Plains  
Presentation- JVC  
**Nov. 29, Tuesday-** Edison  
Presentation- TBD  
**Dec. 7-** Annual Meeting  
JAG Recognition Dinner  
Lago, North Brunswick  
JAM Awards  
**2017**  
**Jan. 25-** Reorganization  
Meeting: East Brunswick  
**Feb. 22-** Piscataway  
Presentation- Telvue  
**Mar. 29-** 4Wall  
Presentation- 4Wall  
**Apr. 26-** Summit  
Presentation- TBD

## *Your Municipal Communication Resource*

### Connecting Your Town to Your Residents

#### Countdown \*Initiated\*

Conferences are like small mental vacations. It's a chance to go visit an interesting world for a couple of days and meet with individuals who share your passion for your chosen profession. When it is over, you come back rested and reinvigorated with new ideas and viewpoints to put into action at your station.

The Eastern Regional Communication and Technology Conference is that inexpensive vacation you are looking for.

Where else can you travel such a short distance away and find a room full of people talking in a language that you can totally understand? Where else will you see vendors showcasing the latest equipment for our PEG industry and at a price designed for our budgets? Or where else could you learn firsthand how this equipment works and what new thing are going on within the field as a whole.

All this and more can be discovered in Morristown, NJ.

This conference is created yearly as a major benefit to our JAG members. We are bringing to you the only conference for PEG Access of its kind in the country. 50 vendors will be on hand to help you make your station look like the broadcasters. Workshops are being planned with information that you need to know for the future operation of your channel. But most importantly, you will be able to network with communication professionals throughout the industry.

The event is coming up fast and runs from May 25 – 27, 2016. To register or to find out more about the event please go to [www.powerofpartners.org](http://www.powerofpartners.org) and plan for your mini escape today!

*Conferences are really like parties, and an A-list party is one where A-list people are in attendance. You figure out who are the really important people to invite and get them to show up as speakers or as guests. Then everybody wants to be there.* Tim O'Reilly

*David Garb*

President, JAG-The Jersey Access Group



## ***To Be or Not To Be at NAB***

***by Rich Desimone***

## **Feature**



The National Association of Broadcasters (NAB) Annual Conference has over 1700 vendors spread across 1,000,000 sq. feet with over 100,000 attendees. If that is not comprehensible, join the club.

This was my 10<sup>th</sup> year but this one was different. Technology has been changing faster than ever before. Drones had grown to needing 10 times the space of last year. The area for small first timers with 10'x20' space was packed with Korean knockoffs manufacturers. The major companies had spaces big enough to park 100 cars.

My task was to get past vendors to return to our conference and to look for new companies that fit the needs of our attendees. So I made a list of 64 vendors and then put together a schedule to maximize time with the vendors and minimize travel time. Now travel time may sound silly as a factor. The short answer is I walked about 6 miles in a span of 8 hours every day. That means mapping your travel across the four spaces. It never goes as planned because the person you want to see is not always available. You see, there are attendees from 68 countries that are ready to buy now. The first story I was told at NAB was that the guys with the briefcases trump everyone else.

This year I went with a different approach, "Show me the Money". Try to catch the biggest fish first and work my way down the list. So I ended up having to move quicker because they are all a 10 to 20 minute walk from one to another. With each stop I was met with overwhelming support. That means new sponsors, new vendors, more involvement by JAG's Organizational Members, and solidifying plans for our drone demos. You will be hearing about all of these in the conference E-newsletter.

"Let me show you what's new." That was the greeting at each booth I visited. I learned that you can control your set lighting from your phone, that costs for equipment to do live remotes are within reach, that drone pilots are in demand and make 125K to 250K, that drone racing is the fastest growing sport in history, that 4K cameras will be everywhere, that PTZ cameras are getting smaller while the quality is getting better, and Network Device Interface (NDI) was what everyone was talking about.

I'm thinking that most of you are already registered for our conference and that is great, but you might want to call a colleague and tell them this is going to be a trade show not to be missed. Or you might want to talk to your boss about the career development opportunities and cost saving ideas the trade show has to offer.

I spent a total of 23 hours talking to vendors and looking at equipment but our trade show is only 7 hours long. With 20 product presentations, 7 drone flight demos, and 50 vendors to visit, I suggest you arrive at 9am when the doors open. And be ready for an exciting look at the future of communications. And learn about NDI. It is amazing.



While the trade show is free, it does not include the networking opportunities provided at our many events or the information you can find at our workshops. Many of our members would like to attend the conference but cannot get the funding necessary from their towns. JAG believes that the conference provides tools that you need to develop your station and gain the support of your governing body. JAG has set up a scholarship fund to make it possible for you to attend. If you are interested in this option, please contact Victoria Timpanaro at [vtimpana@essex.edu](mailto:vtimpana@essex.edu).

# Shadowstone is Now 4Wall Entertainment

By Paul Destefano

## TEC TALK

Shadowstone has been a strong supporter of the PEG market and the Jersey Access group. By now, most of you have heard the news. On April 11<sup>th</sup>, 4Wall Entertainment Lighting, a national provider of stage and theatrical lighting services, acquired the assets of Shadowstone Inc. Personally, I'm happy to say that this will not affect the business, nor the relationships, that have been built between the members of JAG and Shadowstone over the past twelve years. In fact, it should allow it to grow even stronger.



The acquisition took place in the midst of our execution of our yearly participation in the National Association of Broadcasters convention as well as our planning for the Eastern Region Communication and Technology Conference. Having briefed the marketing department ahead of time, a meeting was held at our booth at NAB between me, Rich Desimone, and 4Wall's VP of Marketing, Wes Bailey. After just a few minutes, 4Wall had agreed to up Shadowstone's level of sponsorship of this event. Additionally, the 4Wall facility in Monachie, NJ, was made available for JAG meetings, workshops, and demonstrations. After the show, I encourage all of you to come visit our facility. While I was very proud of our Clifton headquarters, the 4Wall facility is massive..... Over 120,000 square feet of space which includes a beautiful demonstration facility. The next meeting we host will be a bit more comfortable for all of you than it had been in the Shadowstone warehouse!

The acquisition of Shadowstone is mutually beneficial to both entities. 4Wall is a large corporation providing system integration, rentals, and technical services. We have facilities in New York, New Jersey, Las Vegas, Los Angeles, Washington, DC, and Nashville. 4Wall primarily served the theatrical, event, and architectural markets, Shadowstone's primary areas of interest were the media markets, including the television, film, and videoconferencing. The acquisition allows both companies to more easily access vendors, equipment and resources that neither had before.

4Wall CEO Kathy Torjman spoke of the acquisition.

"Adding Shadowstone's team and equipment to our strong foundations in both the New York and Washington DC markets is a great benefit to our customers. Shadowstone has a loyal client base, as well as incredibly high standards for equipment and customer service that we share."

Frank Marsico, founded Shadowstone in 1993 and grew the company from the humblest of beginnings into a premium industry brand.

Shadowstone's rental division, which has experienced rapid growth in recent years, supplied lighting and electrical equipment to major Motion Pictures and TV productions nationwide including Law & Order SVU, The Blacklist, Gotham, Boardwalk Empire, The Amazing Spider Man 2, Black Mass, and Tower Heist.

The accomplished Shadowstone systems division has designed, built, or supplied major media projects including studio installations for Fox Network, ESPN, NBC Sports, ABC/Disney, EWTN and AOL, as well as government projects such as LED broadcast lighting systems for the White House Press Briefing Room and multiple US Senate Hearing Rooms.

In addition to the substantial equipment inventory gained through this acquisition, 4Wall will also retain Shadowstone's highly regarded and experienced team that has helped build the business into what it is today.

"We feel that the rental and systems staff we are bringing into the 4Wall fold from Shadowstone will be a great fit for our divisions, while also greatly expanding our company knowledge base in the film and television sector," said Torjman.

Frank Marsico spoke of the acquisition and the upcoming transition, saying:

"I would like to personally thank all of Shadowstone's clients, industry associates, friends, vendors, and especially the Shadowstone staff, for helping make the 'Shadowstone vision' a reality over the past 23 years. The Marsico family and our staff look forward to the new opportunities and growth that will come from joining the 4Wall organization.

On a personal note, I have enjoyed the friendships that I have developed while serving the JAG member organizations during these past twelve years with Shadowstone, and I look forward to serving you through 4Wall Entertainment.

## Bits & Bytes

- May 9 — Conference Committee Meeting via conference call finalizes plans for this year's banquet. Always different with many surprises. Expect great food and lots of laughs. Details soon.
- May 16 — Conference Committee Meeting conference call focus final plans.
- May 25 — Executive Board Meeting- Special NATAO Chapter meeting with Steve Traylor, Executive Director, NATOA and NATOA Executive Board President, Jody Miller. This annual meeting discusses the relationship and expectations between JAG and NATOA. Representatives from neighboring state are invited to gain and understanding of the value of being a state or regional chapter.
- May 25-May 27 — Eastern Region Communication and Technology Conference in Morristown, New Jersey, with 50 vendors, 22 product presentations, 8 special events, 2 manufacturers user groups, and 12 workshops. Register NOW.
- May 27 — A general meeting has been added to the schedule in Morristown at the conference. This is an 8:00am breakfast meeting with remarks by Steve Traylor, Executive Director, NATOA and NATOA Executive Board President, Jody Miller. There will be an open forum for members to participate in the evaluation of the membership survey and help in the development of JAG's plan for the future. Breakfast will be served from 7:00am until 8:00am and the meeting will begin promptly at 8:00am.

### ASSISTANCE NEEDED

**The Conference Committee is in need of help Wednesday, May 25 at 8am-12noon with installing of the trade show pipe and drape and assisting vendors 4pm-6pm and setting up for the Banquet, 2pm-4pm. Lunch provided. On May 26, 4pm removal of pipe and drape and loading out banquet at 10pm.**

To volunteer Email [stgibbons@verizon.net](mailto:stgibbons@verizon.net)

## Congratulations

**This year's Municipal Excellence award recipient is Ada Erik, Councilwomen, West Milford, NJ. The award will be presented at the conference Welcome Affinity Lunch, May 26, 2016 @ 12 noon.**

**Click link to buy tickets.**

<http://events.constantcontact.com/register/event?llr=5izl8xcab&oeidk=a07ecl8va1e381fa6ea>



### Organizational Members



## COMMITTEES CORNER

### JAG Annual Conference



May 25-27, 2016  
Hyatt Morristown, NJ

**NEXT WEEK**

NATOA 2016  
Annual Conference  
Sept. 19 - 22



The Sheraton at the Capitol  
Austin, TX

<https://www.natoa.org/events/annual-conference/2016/>

**Registration Open**

### NJ League of Municipalities



Nov. 15-17, 2016  
Atlantic City, NJ

**Save the Date**

### JAG Recognition & Annual JAM Video Awards Dinner



Dec. 7, 2016  
6-10pm

**LAGO**

**North Brunswick, NJ**

[www.lagonj.com](http://www.lagonj.com)

### **EXTERNAL RELATIONS COMMITTEE: *Rich Desimone, Chair***

Varto Technologies will host the Sept. meeting and JVC in Oct. Presentations at JAG's general meeting in Nov. is not yet in place. We are planning to send representatives to the NATOA conference. We are beginning work on our participation in the NJLOM annual conference. To join the committee, contact Rich Desimone at [rjdesimone@verizon.net](mailto:rjdesimone@verizon.net).

### **FINANCE COMMITTEE: *Debbe Gist, Chair***

As you know, the JAG meetings are held at a different station or location each month. All the meetings start with lunch and a chance to mingle with peers. If you've ever thought about hosting a meeting at your facility but didn't step forward because you weren't sure how you were going to pay for lunch, have no fear. The cost of the food served at all the meetings is paid by JAG or, in some cases, the vendor that may be demonstrating products at the meeting. So the next time the call goes out looking for locations for future meetings, consider hosting a meeting at your location. JAG members love to visit new stations and see what equipment other people are using!

### **PRODUCTION COMMITTEE: *Peter Namen, Chair***

How many of our JAG members use the Tel Vue server? Do you or your staff know the basics on how to work with it? If not, the JAG Production Committee would like to host a workshop for members who need guidance with all aspects of the Tel Vue system. We need your input. What Tel Vue product do you use? What do you need to know about the system? Who at your station need to know? What we hope to have is a simple how to on how to program, how to use connect, and how to use Video on Demand (VoD). If you are interested PLEASE reply so we can make a plan for it. Let me know what Tel Vue system you are using as well. Send responses to [pnamen@piscatawaynj.org](mailto:pnamen@piscatawaynj.org). To join the committee, contact me at [pnamen@piscatawaynj.org](mailto:pnamen@piscatawaynj.org).

### **AD HOC COMMITTEES**

#### **Legislation Committee: *Dave Garb, Chair***

The conference will have affinity topics and workshops on the biggest issues: Over-the-Top boxes, FirstNet, closed captioning, and drone regulations. Interested in joining, contact David Garb at [davegarb@paps.net](mailto:davegarb@paps.net).

#### **Membership Committee: *Stephanie Gibbons, Chair***

The membership committee will seek input from members to evaluation the member's survey at a special general meeting May 27 at the Hyatt Morristown Conference Center @ 8:00am. Contact Stephanie Gibbons at [stgibbons@verizon.net](mailto:stgibbons@verizon.net).

#### **Conference Committee: *Rich Desimone, Chair***

The committee has been working hard since November to provide the kind of conference you have come to expect. Thanks to Dave Garb, Bob Duthaler, J Robertson, Stephanie Gibbons, Cindy Hahn, Dave Ambrosy, Victoria Timpanaro, and Jeff Arban for their exceptional contributions. We have finalized 11 affinity lunch topics, 50 vendors, 20 vendor presentations, 5 drone flights, 4 emergency vehicle tours, 12 workshops, and 2 user groups. The banquet at STARS is set to be another one JAG's great events. Suggest you wear that killer outfit you have been looking to show off and be ready to party. Special surprise guest artist set to perform so get there early for the best seats.

#### **JAM Awards Committee: *Victoria Timpanaro & Jeff Arban, Co-Chairs***

Start thinking about the programs you want enter in this year's JAM Awards. The committee will begin shortly and is in need of help. If you are interested contact Victoria Timpanaro at [vtimpana@essex.edu](mailto:vtimpana@essex.edu).

#### **Marketing Committee: *Victoria Timpanaro, Chair***

JAG is offering conference scholarships to members whose towns will not support their attendance. If you are interested contact Victoria Timpanaro at [vtimpana@essex.edu](mailto:vtimpana@essex.edu).

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New Jersey Chapter of NATOA and New Jersey League of Municipalities Affiliate

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