**SOCIETY OF BROADCAST ENGINEERS, INC.**

***The Association for Broadcast and Multimedia Technology Professionals***

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**NEWS RELEASE**

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**SBE Leadership Development Course Set for August**

***February 5, 2018 - Indianapolis, IN –*** The Society of Broadcast Engineers will hold the 2018 SBE Leadership Development Course Aug. 7-9, 2018, in Atlanta, GA. This three-day course is an intensive study of successful leadership and management, designed specifically for broadcast engineers.

The course explores the nature of leadership, the difference between being a manager and being a leader, how to build a winning team, the importance of attitude in the leadership position, communication insights and so much more.

Instructing the course for the seventh year will be Rodney Vandeveer, professor of Organizational Leadership and Supervision at Purdue University. Vandeveer brings more than 30 years of experience in human resources management, training, development and manufacturing. Vandeveer also owns a leadership training business, VanTech Training. A previous course attendee said, "Rodney [Vandeveer] knows this stuff inside and out and makes it interesting as well. Plus the real-life examples from his careers help prove the points."

To register for this professional development opportunity, go to sbe.org/ldc. The enrollment fee is $670 for SBE members and $725 for non-members. The course will be held at the Hyatt Place Atlanta Airport South; 1899 Sullivan Rd.; College Park, GA. A special room rate of $126 per night, plus tax, is available through July 7, 2018. Questions? Contact SBE Education Director Cathy Orosz at corosz@sbe.org.

The SBE has presented the SBE Leadership Development Course since 1997. The NAB sponsored the course from 1965 to 1995. This intense course is designed specifically for broadcast engineers who have or aspire to have management responsibilities. Details on the course are available at sbe.org/ldc.

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. The SBE has more than 5,000 members in 114 chapters across the United States and in Hong Kong. There are also members in more than 30 other countries. Most chapters meet monthly and offer educational programs and an opportunity to network with other broadcast technical professionals. SBE offers the preeminent technical broadcast certification program in the U.S. and an expansive list of educational programs for broadcast engineers, operators, technicians, and broadcast IT professionals.

For more information about the SBE, contact John L. Poray, CAE, executive director, at jporay@sbe.org or 317-846-9000, or visit the SBE website, [www.sbe.org](http://www.sbe.org).

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Editors: A high-resolution photo of the 2017 Leadership Development Course is available:

<http://sbe.org/images/hirez/SBE_LDCclass2017.jpg>