**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 June**

***February 8, 2021 – Indianapolis, IN –*** The Society of Broadcast Engineers will hold the 2021 SBE Leadership Development Course June 8-10, 2021, 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 much more.

Instructing the course for the 13th 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](http://sbe.org/ldc). The enrollment fee is $670 for SBE members and $725 for non-members. Questions? Contact SBE Education Director Cathy Orosz at [corosz@sbe.org](mailto: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 and registration information are available at [sbe.org/ldc](http://sbe.org/ldc).

The 2021 SBE Leadership Development Course will be held at the Hyatt Place Atlanta South; 1899 Sullivan Road; College Park, GA 30337. The SBE has a block of rooms at $125/night. Room reservations can be made by calling 888-HYATT-HP or at hyatt.com. Use the reservation code G-SB20 as the group/corporate number. Make room reservations by May 9, 2021, for the special rate.

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. The SBE has 5,000 members in 115 chapters across the United States and in Hong Kong. There are also members in more than 25 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 Chriss Scherer, member communications director, at [cscherer@sbe.org](mailto:cscherer@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 2019 Leadership Development Course is available:

<http://sbe.org/images/hirez/SBE_LDC_2019.jpg>