**SOCIETY OF BROADCAST ENGINEERS, INC.**

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

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**NEWS RELEASE**

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**SBE 2022 Leadership Development Course Set for August**

***February 10, 2022 – Indianapolis, IN –*** The Society of Broadcast Engineers will hold the 2022 SBE Leadership Development Course August 3-5, 2022, 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 will be Dr. Frank Pianki, a professor of management who has served at Anderson University since 1998. His balanced background blends academic ability and professional experience. He earned a BS in chemical engineering from the University of Connecticut, an MS in chemical engineering from the University of Arizona, an Executive MBA from Pepperdine University and a Doctorate from Indiana University.

Prior to academia, Pianki worked in business and industry for almost 20 years, living in Connecticut, Arizona, Oklahoma, California and Indiana. He has served as a COO for a healthcare organization and a VP of operations for a manufacturing company. He also worked in global companies such as PQ Chemical Corporation as a plant engineer, unit manager and plant manager; Getty Oil and Texaco refining as a senior process engineer and operations supervisor; and at Phillips Petroleum as a research engineer. He also has maintained an active consulting practice in the areas of strategy, operations, change leadership, and continuous improvement since 1995.

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.

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 2022 SBE Leadership Development Course will be held at the Hyatt Place Atlanta South; 1899 Sullivan Road; College Park, GA 30337. The SBE has reserved a block of rooms at the hotel. Make room reservations by calling 1-888-HYATT-HP or at hyatt.com and use the reservation code G-SBEA as the group/corporate number. Make room reservations by July 4, 2022, for the special rate of $117.08.

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 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>