

Until We Meet Again ...

Looking back at my 14 years as publisher of *SHOOT*, it's amazing how fast the time has gone (well, except maybe 2000 and 2001). In contrast, the week since I announced my resignation has been moving at an agonizingly slow pace. While it is very exciting to move on to new adventures, it is extremely hard to say goodbye to a publication and to colleagues that I care so much about.

To properly reflect on the developments and changes in the industry over the years and to sufficiently thank all the wonderful people I've worked with at *SHOOT*, ad agencies, industry associations, film commissions and all the production, post, editing, music and sound, visual effects, production service and equipment companies, I would have to write an entire issue. While I don't know if I can do it justice, I'd like to try to express what a privilege it's been to run this publication, and extend my heartfelt thanks to *SHOOT*'s wonderful staff, who I will miss more than I can say.

To Bob, a great editor and friend, I have enjoyed all of our collaborations. I know over the years you must have come to dread hearing me say those four little words that I so often say—"I have an idea"—because it always means more work. Whether it's helping to put together a panel, a showcase or a supplement, you always do a great job with good spirit, humor and style.



To *SHOOT*'s other longtime employees Theresa, Kristin, Adam, Gina and Felicia, thank you for your dedication and determination to create the best possible publication week after week. I can think of countless instances where I have asked you at the very last minute to write something, edit something, read something, attend something, change something, design something, price something or extend something—and you always come through. You constantly impress me with your depth of knowledge and your willingness to do whatever is necessary to get the job done.

To *SHOOT*'s "left and came back" editorial staffers Carolyn and Christine, you are two very talented writers and editors who have been a true pleasure to work with both times. To Patti, Regi, Micah and Meridith, you do such a good job representing the publication and selling advertising to some very tough customers who make a living helping others make advertising, yet can be so reluctant to advertise their own companies. To Emily, keep up the good work. To Millie, Nancy, Autumn and Susanne, thank you for all that you do.

I'd also like to say thank you to Jerry Hobbs, Howard Lander and John Babcock Jr. for giving me the opportunity to be *SHOOT*'s first publisher. When I took the helm in September 1990, the publication was two months old (having just split

from *Back Stage*). It was exciting to set the direction for the future, and we decided right from the start to always listen to our primary readers—ad agency producers and creatives—and give them the information and insights they wanted and needed. That's where our combination of industry, business, production and creative news, features and columns come from. It's why we have applications stories about equipment and technology. It's why we have crossover coverage of relevant news and information about feature and indie films and branded content.

Editorial integrity has been our mandate regardless of advertisers who threatened and competitors who marched to a different beat. Even through minor disagreements and occasional outright battles with company owners, I have loved working with the ad agency producers and creatives, and the commercial production community. You are a smart, savvy, creative, opinionated, dedicated and very inspiring lot, and it has been interesting and rewarding to live through the ups and downs of these last years with you. I'd like to say a special thank you to all of you that I've gotten to know well over the years. I have appreciated your support and have valued your opinions and insights. It's been such fun to brainstorm and commiserate with you.

We at *SHOOT* have felt the frustrations of both communities as the industry has continued to evolve, and we admire those of you in entrepreneurial companies, at ad agencies, and brand marketers who are working to create new business models and new ways of doing business. For those of you in large corporate cultures where decisions are sometimes made levels above by

management with little knowledge of your day-to-day business, who seemingly only care about the bottom-line, we feel your pain too.

While it was a very difficult decision to leave *SHOOT*, my entrepreneurial spirit is acting up so it's time to move on and meet new challenges. I'll be here through July 27, so please let me know if I can be of any help with anything relating to *SHOOT*. After the 27th, you can reach me at rgrier@optonline.net and I'll let you know what I'm up to. I will look forward to working with many of you again soon.

It's an exciting and challenging time for the business as you grapple with issues such as globalization and emerging ad forms. It's a time for optimism and being open to new opportunities. And it wouldn't hurt to place an extra ad in *SHOOT*. Warmest regards and best wishes for continued success! That's a wrap.