

Visual Effects Society (VES) Extends Roth Contract

Los Angeles, January 8, 2009 – The Visual Effects Society, the organization that represents the finest artists and technologists in visual effects worldwide, recently extended by two years the contract for Executive Director, Eric Roth. With the extension, the contract now expires in December, 2011.

Roth has been the Executive Director of VES since 2004 and has seen the size of VES double in that time from 900 members to over 1800 members worldwide in over twenty countries. In addition, Roth has overseen the creation of VES Sections in San Francisco, Vancouver, London, and Sydney while also presiding over the VES during a time of tremendous change in the entertainment industry that now relies more than ever on the use of visual effects to make stories come alive.

“I am very pleased to have this vote of confidence from the Board of VES,” said Roth. “We are at a critical juncture in how the entertainment industry creates its core product and VES members are at the center of that picture. Now more than ever VES needs to speak with a loud voice so that all of our members worldwide can be heard,” added Roth.

“The VES Board is very lucky to have such a talented and dedicated leader at the helm,” said Jeff Barnes, VES Chair. “Eric has provided great leadership and stability to VES and we look forward to continuing our relationship with him in the coming years,” Barnes added.

About the VES

VES is a professional, honorary society, dedicated to advancing the arts, sciences, and applications of visual effects and to upholding the highest uniform standards and procedures for the visual effects profession.

VES is the entertainment industry's only official organization representing the extended community of visual effects practitioners including supervisors, artists, producers, technology developers, educators and studio executives. Its 1,800 plus global members contribute to all areas of entertainment from film, television and commercials to music videos, games and new media.

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