

My name is Jim Bruce and I have recently been hired to be the new Executive Directorat IMAC. Stepping into Lennie MacPherson's boots will be a challenge but I'm looking forward to working side-by-side with Dave Ward and Louise Lalonde, both of whom represent a wealth of experience that amazes me as much as their commitment to sharing it with so much passion through the IMAF and Screenwriter's Bootcamp.

My career has been in advertising. I studied Fine Arts at Concordia in Montreal, worked as an art director in Toronto and then went on to manage creative departments for McCann Erickson and Ogilvy & Mather in Mexico, the Caribbean and in Europe. Oddly enough, I ended up living and working on a lot of islands – Dominican Republic, Trinidad & Tobago, Barbados and Malta before deciding to move to this island, one that I cycled across in my early twenties and never forgot.

In the four years I have lived here I can honestly say that I have been amazed at the vibrancy and drive of the artistic community on the island across every discipline. Who says size matters? I still read the Buzz and find my head reeling from the amount of events, shows, seminars, workshops, exhibitions, festivals and more presented in each issue. And here on this little island, especially in the media arts community, a small group of extremely talented and hardworking individuals have consistently produced outstanding work of world-class quality and impact.

IMAC's board of directors have taken a considerable gamble in hiring someone coming from a similar but completely different and obviously commercial world. But change is part of growth and I am going to expend every effort to support the growth that IMAC has clearly shown to be its major strength over the decades. For instance, we are doing a house-cleaning of our premises with a view to reconfiguring our space so that it could more easily function as a 'clubhouse' for members. On the technical front IMAC is continuing to upgrade the equipment available to members such as the recent acquisition of a Sony F3 camera.

My commitment will be to all of you current members, to meet your needs, hear your thoughts, act on your suggestions and support you in every way I can and, as well, focus on attracting new members and creating new partnerships along the way.

I'm very grateful and very excited and just a little bit terrified but with your support we can all move forward with the same sense of purpose and share in the same achievements that IMAC and its members have always obtained.