

## WENDELL WOODY, 1934 - 2015

Wendell was born in Albany, Missouri, where his career in electronics began at age 9 when he commenced repairing radios in his father's plumbing shop. He utilized the schematics printed by Howard Sams as well as technical advice from the small town's electrician to enhance his natural ability to fix things.

Television became available to consumers in 1952; hence Wendell and his father purchased an Admiral TV set which was placed in the plumbing store's front window. Reception was very poor; often the street onlookers could see only a test pattern.

The family moved to Eastern Colorado (Brush) where a station from Denver could be viewed if an antenna were placed high on a rooftop. Thus Wendell commenced installing antennas on towers that were as much as 70 feet from the ground.

After marriage (Ruth) and later graduation from the University of Colorado, Wendell was employed by a Denver electronics wholesale company. There he developed a friendship with Bob Snider, a Jerrold

vendor. Wendell was hired in 1966 by Bob to be his assistant in representing Jerrold in Northern California. Thus Wendell and Ruth and their two young sons moved to Mountain View, California. A couple years later Wendell was transferred to Kansas City where he served as Jerrold's Midwestern Manager.

Wendell held various managerial and marketing positions with Jerrold for 18 years. He later served CATEL as National Director of Sales and was a Senior Vice President for ANTEC (Anixter Cable TV).

He joined SPRINT in 1993, serving as Executive Director, Cable Television Sales. He retired from Sprint in 2001 and formed his consulting company, Wendell Woody & Associates. He specialized in EAS and worked with Monroe Electronics in planning systems for cable owners. He maintained this position until his death. He died of idiopathic pulmonary fibrosis.

Mrs. Wendell (Ruth) Woody

EPILOGUE BY Cathy Wilson

From the BROADBAND LIBRARY, Summer, 2015

The Cable Industry is grieving and it's important you understand why.

A beloved and dedicated member of our SCTE family has left us. Wendell Woody, a.k.a. "Woody" passed away April 8, 2015 at the age of 80. He battled a respiratory illness to the end and even though he was too sick to travel he did so anyway to attend SCTE Cable-Tec Expo 2014 in Denver. He was accompanied to the Show by his wife of 60 years, Ruth.

His name might be familiar to you, because in the past years you have read and heard his name frequently. Woody was the most-celebrated SCTE member, winning every award possible for his many years of work and dedication to the Society and the industry as a whole.

Woody the Unsung Hero

His passing leaves a hole in our collective cable hearts. In fact mine is breaking as I read the dedications in the SCTE List from his friends and colleagues. He was

the creative sole of our entire group and had a special talent of making friends with everyone. Woody taught me a love for cable that pushed me to begin my own publication. He had a generous love of life and I remember many opportunities I took to socialize with him throughout my career.

Every EXPO, he would stroll the convention floor and every person at every booth would come out to greet him and shake his hand.

When I served on the SCTE board of directors nominating committee and we had to come up with nominees he was the fount of all the best ideas. I will be forever grateful for his leadership and mentorship but most of all his friendship.

I could eulogize this great man and fellow Cable TV Pioneer but instead I gathered some recollections about Woody from other colleagues and friends posted on the SCTE List. So many inspiring words of love were included, so please accept my apologies for not including every message.

(Recollections not included.)