



ASMP North Carolina

Minutes from the Board Training Session Friday March 10, 2006

Attendees:

1. Jenny Warburg
2. John Paglicua
3. Chuck Egerton
4. Ray Strawbridge
5. Karen Stewart
6. Margo Pinkerton

Not able to attend:

1. Mike Mauney
2. Dan Routh

Presenter:

Todd Joyce – Ohio Valley Chapter president

Mission Statement - Meeting commenced at 3:05 pm

We started the training program by determining what our current STRENGTHS are, what SUCCESSES we have already achieved, what our current NEEDS are and what CHANGES can be made. After listing each of these we were able to develop a Mission Statement for ASMP/NC.

STRENGTHS:

1. Experienced leaders
2. Geographic Diversity
3. Tenacity
4. Energy
5. School & Facilities (Randolph Community College)
6. Positive Attitudes (Optimism)
7. Sharing
8. Membership Depth and Dedication

SUCCESSES:

1. Monthly Lunches
2. National Program presented in November 2005

3. Local Expertise Programs presented (Steve Murray & Dan Crawford, Larry Ketchum, Jennifer Weinberg)
4. Good Finances (currently \$3397.93)
5. Restructuring successful with the steering committee and establishment of the new board

NEEDS:

1. Unity
2. Motivate General membership
3. Fresh Start
4. Greater Involvement by the membership
5. Education/Technology for the membership
6. Annual Project
7. Fellowship
8. Sponsorship

CHANGES that can be made:

1. Choose a specific topic for the lunches – have one person do some research on it and present
2. Obtain first names for everyone on the email list and start doing personalized invitations to events.
3. Personally contact members to get them to participate
4. Utilize the talents of the membership
5. Communicate our mission statement and how we are going to achieve it (through email and on the website).

MISSION STATEMENT FOR ASMP/NC:

ASMP/NC's mission is to educate, motivate and stimulate creativity, foster communication and camaraderie within the photographic community, as well as build awareness of ASMP as a creative resource.

OTHER:

Other notes I took that seemed to be of particular importance to us.

1. Communicate with the membership and the community not only through emails, the website and personal contact but develop posters or postcards that can be displayed/distributed in schools, at labs and camera stores. The training manual contains several examples of posters. Other groups have managed to get Modern Postcard to donate printing costs as long as they could put an ad on the back of the postcard. Poster designs should also go on the website to highlight a meeting.
2. Break down our email lists into groups of 7-8 so that they aren't marked as spam by the various servers.
3. Meetings – follow Robert's Rules of Order (we may want to get a copy for the chapter)
4. Marketing Ideas:
 - a. Include the website in all emails. Have registration info for events on the website and direct the membership/others to this to obtain that.

- b. Communicate an ASMP benefit each month. These are easily found on the ASMP website under Chapter Resources.
5. Current Website:
- a. Needs a direct link to ASMP National on the home page
 - b. Must have a section about Local Resources
 - c. Must have a “Find a Photographer” page.
 - d. Needs to have something that makes it unique.

MEETING IDEAS:

These are taken from an email that Todd shared with us.

The Ohio Valley has a monthly event they call Pints and Pixels. Each person comes to the event with their own beverages and samples of their work they would like critiqued. Prior to the critiques, they discuss a topic for 30-60 minutes. One person is assigned to research and present the topic. These topics included:

1. Color management software/hardware
2. Getting paid through bank transfer (out of state or out of country client)
3. Digital Cameral Comparisons (35 mm one night, larger another)
4. Digital upsizing – rezing up
5. Health insurance
6. Financial business structure (sole proprietor, S-corp etc)
7. Copyright
8. Monitors
9. Paperwork (what makes a contract etc)

For some of these topics they had a professional come and present i.e. copyright lawyer to speak on copyright. An accountant gave the financial structure hoping to drum up business for himself.

Another event the Ohio Valley offers is a Speed Portfolio Rating. In this they have several reviewers and you get 2 minutes with each. You must first provide your mission statement i.e. what would the art director think of your work after you leave.

FOLLOW-UP:

The ASMP/NC board plans to meet again to determine activities and direction for the rest of the year. The meeting (2-3 hours) is to be scheduled for the weekend of March 24-26, 2006 and will be held at Margo’s home in Hillsborough.

ACTION: Karen to contact each board member and get their preference of dates for this weekend.

ASMP also must be informed of the new board.

ACTION: Karen to send the listing of board members and their positions to ASMP.

The training adjourned at 9:06 pm.