



NORTH CAROLINA

AMERICAN SOCIETY OF
MEDIA PHOTOGRAPHERS

Minutes of Board Meeting 3/25/06

Attendees: Ray Strawbridge
Margo Pinkerton
Jenny Warburg
John Pagliuca
Dan Routh
Mike Mauney
Karen Stewart

Absent: Chuck Egerton

The meeting was called to order by Ray at 10:05am.

Review:

Karen presented a recap of the meeting with Todd Joyce.

Ray recommended that a thank you note be sent to those steering committee members not currently on the board. This would include: Dan Crawford, Charles Gupton, Larry Ketchum.

ACTION: Ray to obtain thank you cards and send them.

Treasurer's Report:

Karen reviewed the current amount of money we have with National and indicated that there is probably about \$100-\$200 in vouchers still outstanding that would put the balance at around \$3200. It was discussed whether to leave the money at National or set up an account in-state for the chapter to use. It was decided to establish our own account.

ACTION: Karen to contact National to determine the type of account that must be established and how we go about transferring the funds.

ACTION: Karen and Chuck to select an appropriate bank for the account. This needs to be easily accessible throughout the state.

ACTION: Karen/Chuck to design an expense form for local use to request funds.

Mission Statement:

The mission statement from the training session was read and accepted as read. This will now be added to the website and also sent to all members.

Goals:

Short Term Goals (3 months)

1. Establish the treasury
2. Update the website to meet the guidelines put forth by National
3. Set up a national program to occur sometime during 2006
4. Determine local programs for 2006
5. Communicate to the members information about the board, the mission statement and the programs.



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6. Issue the press release with modifications
 - a. Change the contact on the press release to Ray Strawbridge 919-496-3008.
 - b. Contact ASMP to see where they can help with the distribution. The text would then have to be reworded to not include so much information on ASMP.

ACTION: Chuck and Karen to determine who to forward the press release to and to determine the appropriate wording.

One Year Goals:

1. Cultivate volunteers and future board members.
2. Establish a regional project that draws the chapter together. This could be a charitable project and it may be of benefit to survey the members for their “pet” charities.
3. Increase the membership by 10%.
 - It was recommended that at meetings board members make the initiative to talk to new people and introduce them to others as well.
 - It was suggested that we all wear name tags (not just the paper variety).
ACTION: Karen to investigate name tags and cost.
4. Establish a mentoring program for the younger members.
5. Have an assistants’ committee with an assistants’ liaison who attends board meetings.

Meetings and Programs:

Geographic Distribution:

It was recommended that we establish 3 areas in the state – Raleigh, the Triad (including Greensboro, Asheboro, Winston- Salem, High Point) and Asheville-Charlotte.

As the numbers are minimal in Charlotte it was recommended that we join forces with a group such as APA to do a joint meeting in Charlotte.

ACTION: Ray to follow up with APA to determine viability and interest.

Content:

It was recommended that we offer 4 different types of venues:

1. Nuts and Bolts
 - a. A mini expo would be an option for this. Sponsorship would be a requirement.
 - b. Online Stock Sales
ACTION: Dan to contact National (Elena Goertz) to see if there is someone she can recommend.
2. Inspirational
 - a. Dewitt Jones’ creativity program. His video “Clear Vision” could be presented followed by a discussion by artists (writers, photographers etc) on their creative process.
3. National Speaker
 - a. Rod Galbraith
 - b. Seth Resnick



NORTH CAROLINA

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- c. Tim Olive – Advertising photographer from Atlanta. Ray indicated that Tim usually charges about \$1800 a day but he does have some sponsorships so this cost may be reduced.
 - d. Julianna Kost – Photoshop workshop
ACTION: Margo to investigate.
 - e. Maria Piscapo
4. Local Speakers
- a. Something in conjunction with AIGA was recommended. John had spoken with AIGA already and they would be interested in partnering for a meeting where the topic was the “Art of Directing Photographers”.
 - b. Southeastern in Raleigh may be interested in hosting a program as well.
 - c. Piedmont Triad Advertising Federation – possible co-sponsor.
 - d. 5 slide night

It was determined that we would offer 6 programs over the year with 2 programs offered in each area.

A once a year retreat would also be held for the board as well as any other interested members.

Other Program Notes:

- 1. Lunches – because of the lack of attendance lately, especially in Raleigh it was recommended that the lunch idea be postponed until after our first general meeting. At the meeting a survey of members would be taken to see the level of interest. Dan requested that the Triad lunch go forward for April.
ACTION: Karen to send an email to the membership about the lunch.
- 2. The first meeting to the membership should be enticing. The idea of “Bidding a Job” was accepted as the program. This could possibly be done in conjunction with AIGA. Ideally this program could be presented in all 3 areas.
ACTION: Mike to investigate locations and participants from the Charlotte area.

Board Assignments for Committees:

Membership Committee – Dan Routh, Mike Mauney, Chuck Egerton

ACTION: Karen to forward Mike the Scott Lessing information.

Program Committee – Ray Strawbridge, John Pagliuca, Margo Pinkerton, Jenny Warburg

Website – Margo Pinkerton

Chapter Brand Identity:

All information sent out would contain the ASMP logo with NC information on it. It was decided that we would include a PO Box and use this for correspondence. Ray offered his PO Box for this purpose. Our address will be: ASMP/NC, PO Box 249 Bunn, NC 27508. It would also include the website.

ACTION: Margo to design a header.



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Minutes of Board Meeting 3/25/06

It was suggested that we establish a PayPal account for transactions.

Website:

Margo presented her design of the website and it was accepted by the Board.

It was recommended that instead of having our own “Find a Photographer” portfolio that it simply be linked back to National’s portfolios.

ACTION: Margo to send current website to Karen for uploading to the web.

Other Business:

An email to the membership will be sent with the following information:

- Board members but not committees (this will be listed on the website)

- Announcement of the new website

- A benefit of ASMP

- A note that programs are currently being planned and more information to follow.

Next board meeting to be scheduled within a month’s timeframe and will likely be a teleconference.

The meeting was adjourned at 12:55pm.