



NORTH CAROLINA

AMERICAN SOCIETY OF  
MEDIA PHOTOGRAPHERS

## *Minutes of Board Meeting 7/24/06*

Attendees: Margo Pinkerton  
John Pagliuca  
Dan Routh  
Karen Stewart  
Ray Strawbridge  
Chuck Egerton  
Mike Mauney

The teleconference meeting was called to order at 7:34pm

1. Minutes – John moved that the minutes from the 5/18/06 meeting be accepted. Seconded by Margo.
2. Treasury – Karen moved that Chuck be appointed as Treasurer. Seconded by Margo. Chuck accepted the position.
3. Bank Account –
  - o Chuck reported that he had established a business non-profit account with RBC effective 7/24/06.
  - o The bank account is free and has online access and debit cards for no additional charge.
  - o The 2 co-presidents and the treasurer are listed as signatories. RBC requires identification from them to finish the setup.

**ACTION: Margo and Ray to fax Kathy Hicks (336-629-8605) with their driver license and ASMP identification card.**

- o Chuck will send out the signatory cards to Margo and Ray. They are to be signed and returned to him.
- o Chuck indicated that there are several check options. It was decided to go with 3 checks per page with no logo. Chuck would investigate the check pouch.
- o Karen indicated that she was holding \$30 in cash.

**ACTION: Karen to send a check for \$30 to Chuck for deposit into the bank account.**

- o Chuck deposited the \$170 from the Creativity Panel into the bank account.
- o Margo suggested that the chapter purchase Quicken at Costco to use for reporting purposes.
- o Any board member requesting voucher payment must also send a copy of the request to Chuck for documentation purposes.

**ACTION: Chuck will issue a monthly report on the accounts.**



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### 4. Procedures

#### Membership Materials:

- We need to have applications and information on ASMP available at all meetings and socials.

**ACTION: Dan to contact ASMP National and get appropriate materials sent to Mike, Ray and Chuck.**

- All new membership applications should be sent to Dan Routh for processing.
- Dan should forward contact information (emails) to Karen for addition to the email distribution list.
- Ray reminded all to make new people feel welcome.
- Creativity Panel – Margo reported that this was a success and that one of the students had written a brief article regarding the panel. The article was posted on the web site.

#### Treasury:

- Margo moved that expenditures less than \$25 do not require approval and that expenditures greater than \$25 required approval from at least 1 other officer. Seconded by Dan.
- Chuck questioned how long it was necessary to keep receipts.

**ACTION: Chuck to contact National regarding accounting requirements.**

#### Communication:

- It was recommended that all ASMP/NC emails should provide details regarding events but should link back to the website for directions/registrations etc.
- It was recommended that each committee (Programs, Membership, Treasury) send a summary report to Karen on the 15<sup>th</sup> of each money. She will consolidate the reports and distribute to all board members. These reports should indicate what everyone is working on and the progress.
- Karen recommended that the board establish a Yahoo Group and that all communication amongst board members be done in the group. That way other board members would have easy access to all emails and could choose to review what they wanted.

**ACTION: Margo to investigate establishing a Yahoo Group for the board.**

### 5. Programs

- Heisler presentation
  - i. need 100+ people. Chuck indicated that wouldn't be a problem as they could get that many students. Ray questioned how the



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program should be marketed. It was suggested that the information be sent to the SC and VA chapters as well as APA and AIGA.

**ACTION: Ray to contact Canon and Steve to find out how they may be able to help with the promotion. Ray to also find out how to get promo material for the website.**

- ii. Chuck suggested that chairs be rented for the event. In order to determine how many would be attending it was recommended that we offer pre-registration. Those pre-registering would receive a reduced rate. Students would be free but would be asked to pre-register anyways. Pricing for the event would be:

ASMP Members -	\$10 pre-registration
	\$15 at event
Others -	\$20 pre-registration
	\$25 at event
Students -	Free
- iii. The event would begin with a social at 6 followed by the presentation from 7 pm-9pm.
- iv. Ray requested that he be the prime contact for all communication with Canon and Heisler.
- v. Chuck indicated that the room could handle up to 300.
- o Expo Carolina
  - i. Margo reported that Tony at Southeastern was eager to have the expo with a variety of vendors. He had also agreed to a minimal entry fee. He is willing to offer a discount to all attendees and possibly a larger discount to ASMP members. It was recommended that this be offered in March on a Saturday.
- o Black Book
  - i. Ray had talked to a rep from Black Book about offering a program that would be "Marketing for Photographers". It was recommended that there be more than one vendor involved. Other suggestions were Digital Railroad and Adware. This program would be offered in January of next year.
- o Holiday Parties - the program committee will look at whether to have a single party or one in each location.
- o Margo recommended that Nikon be asked to do a presentation in the May timeframe as a counterpoint to Canon.
- o Asheville is planning to offer a portfolio review. This would involve inviting some art designers/buyers. Photogs would have 5 minutes to present their portfolios and have them reviewed. It was recommended that at the end the reviewers give a summary of do's and don'ts.



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6. Website and Emails – it was recommended that emails be set up for board members/committees

**ACTION: Margo to set up emails**

Next board teleconference will be held at the end of August or beginning of September.

Teleconference concluded at 9:20pm