



NORTH CAROLINA

AMERICAN SOCIETY OF
MEDIA PHOTOGRAPHERS

Minutes of Board Meeting 1/20/07

Attendees: Margo Pinkerton
John Pagliuca
Chuck Egerton
Michael Mauney
Dan Routh

Absent: Ray Strawbridge

The board meeting was called to order by Co-President Margo Pinkerton at 1:30 pm

1. Mission Statement – the Mission Statement was reviewed by the board and it was agreed that there were no changes.
2. Minutes – Dan moved that the minutes from the 11/20/06 meeting be accepted. Seconded by John, and the motion was approved
3. Treasury – Chuck reported that there was currently \$409.11 in the chapter's local bank account, and with funds from ASMP National the treasury had a balance of \$3,409.76.
ACTION: Margo and Chuck will be working to set up the chapter's accounting on Quicken.
4. It was moved by Dan to accept the treasurer's report. Seconded by Michael, and the motion was approved.
5. Membership –Dan reported that Jackie Strickerd from Raleigh would be joining as an emerging associate. Also, John Pagliuca's application for General Membership had been forwarded to ASMP National.
6. Margo posed the question of whether ASMP-NC should be distributing marketing materials to camera shops and colleges. The board agreed that this was a good idea.
ACTION: Chuck to research educational contacts through the Society of Professional Educators (SPE) and develop a list of schools to distribute marketing materials to.
7. Margo proposed that ASMP-NC add a feature to its meetings on how to get the most out of your membership, highlighting a different feature each meeting. Chuck suggested a yearly ASMP-NC retreat.
8. Chuck requested that the board consider approaching another female for Karen Stewart's vacated board position.
9. Margo moved to appoint John as Secretary, to fill the remainder of Karen's term. Chuck seconded, and the motion was approved.
10. The board discussed giving Karen Stewart a thank you for her service to ASMP-NC on the steering committee and on the board.
ACTION: Margo will research appropriate gifts and report back to the board.



NORTH CAROLINA

AMERICAN SOCIETY OF
MEDIA PHOTOGRAPHERS

Minutes of Board Meeting 1/20/07

11. Programs - Margo reported that the scheduled January Marketing Seminar had to be postponed because Black Book cancelled at the last minute. The proposed new date for the seminar is March 8 in Greensboro. Potential participants include Adbase, Digital Railroad, Photo Shelter and Live Books.
ACTION: Chuck will approach PPR in Atlanta for partial sponsorship of the Marketing Seminar.
ACTION: Margo will contact hotels in Greensboro to negotiate discounted rates for ASMP members.
12. Margo moved that the board adopt a policy that members who host an event be given free entry to that event. Dan seconded the motion, which was approved.
13. February 6 was selected as the date for a social meeting in the Raleigh area. The meeting is open to everyone for a \$5 entry fee; ASMP members to submit 5 images for display or to pay the entry fee.
ACTION: Chuck will contact Greg Plachta to see if he is willing to host the event.
14. Expo Carolinas is scheduled for 10 am-4 pm on March 31 at Southeastern Camera in Raleigh. Tony at Southeastern is approaching potential vendors for the Expo. A discount on purchases will be offered to those who attend. Dan moved that the entry fee for ASMP members and students be \$5, and \$10 for all others. John seconded the motion, which was approved.
15. The board discussed promotion plans for the Expo, which include advertisement and notices in selected publications, such as Shutterbug, The Independent, and the Raleigh News and Observer, and contacting neighboring ASMP Chapters, organizations, such as AIGA, PPA and APA, and area schools to ask if they would inform their members about the expo.
ACTION: Programs Committee members to contact Tony at Southeastern Camera and vendors to schedule demos during the Expo.
16. Bob Krist and Nikon have committed to doing a program with ASMP-NC but the date has not yet been selected.
ACTION: Chuck to check if the program could be held at RCC in Asheboro.
17. A Portfolio Night meeting was discussed for May, highlighting different ways to present portfolios, with local art directors available to review portfolios. Partnership with AIGA and the Ad Club was discussed.
ACTION: Dan to contact the Ad Club on sponsorship.
18. A Bidding Seminar was proposed for the Fall, again in partnership with AIGA or the Ad Club. A Social Night was proposed for June, with the theme to be decided. Michael suggested a Poker Night as a fund-raiser.
ACTION: Michael to research the details of a setting up a Poker Night fund-raiser.



NORTH CAROLINA

AMERICAN SOCIETY OF
MEDIA PHOTOGRAPHERS

Minutes of Board Meeting 1/20/07

19. Mentoring - Chuck proposed an Assistants' Clinic. Michael discussed the informal mentoring process used in Asheville, where ASMP members address questions as they come up. The Board discussed different ways to provide mentoring for the next generation of photographers, and decided to adopt this informal mentoring approach. Margo suggested that questions and answers could be posted on ASMP-NC's Yahoo Group, and that this resource could be promoted on the Chapter's web site.
20. Michael reported that ASMP is working with the Mayor of Asheville to provide pictures for display in Asheville City Hall. Pictures would be rotated on a regular basis to keep it fresh. Currently there are plans for three juried shows over the next 15 months. The board discussed organizing similar shows in the Raleigh area, developing themes and approaches and defining a uniform look for the matting and framing.
ACTION: Margo and John to investigate appropriate spaces in Raleigh for such shows.
21. Michael suggested structuring social meetings around arresting photographs, where photographers share their images and what went into making them, emphasizing problem solving, networking and camaraderie.
22. Chuck proposed that the board develop a project to capture the legacy of ASMP-NC in a visual and oral history. The board discussed this idea, and agreed to do further research on developing a proposal and finding sponsorship for the project.
23. The board again discussed a Fall Retreat, with Chuck suggesting that this become an annual event.
ACTION: Each board member to come up with ideas for a Retreat.
24. Dan moved that the meeting be adjourned. Michael seconded the motion, and the meeting adjourned at 3:45 pm.