



NORTH CAROLINA

AMERICAN SOCIETY OF
MEDIA PHOTOGRAPHERS

Board Meeting – August 27, 2008

Dan Routh Photography – Greensboro

Minutes

Present: Margo Pinkerton (President), Dan Routh (Membership Chair), Scott Lessing, Charlie Brown, Ray Strawbridge (Ex Officio), KC Ramsay (Secretary)

Absent: John Pagliuca (Vice President), Chuck Edgerton (Treasurer), Michael Mauney

Call to order by Margo at 4:00 PM

Review of Mission Statement by Margo:

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

Review of Minutes from previous meeting previously submitted electronically.
Approved unanimously.

REPORTS:

Treasurer: Chuck Edgerton submitted his report by email. Margo noted there is \$9,000.00 that needs to be addressed and recommended placing \$2k in cash and the balance in Certificates of Deposit. Dan suggested keeping the cash in a savings account or a fluid interest bearing account. After a general discussion it was decided that a fluid reserve of \$2,000 be maintained and that CDs include instruments of varying maturity (as short as 30 days and staggered) to give us flexibility. It was agreed that Chuck should have the flexibility to adjust these recommendations upon the advice of our banker.

Membership: Dan Routh reported that membership level has not changed dramatically since the last meeting. Dan provided a printed listing of NC members taken from the

website and will send a PDF of same to the rest of the board members. Dan will request a list of dropped members from National to make some follow up possible. The online membership process seems to be working well.

Committees:

Newsletter:

Web: Margo reports that the website is status quo with no significant changes.

Programs: Committee is growing and will be a "telephone only" committee. Current members are Charles Gupton, Charlie Brown, Scott Lessing, and Margo. Margo continues to seek other members. Dan suggested Mark Wagoner.

Margo reported that there has been only one registration for Jack Reznicki so far and hopes we can "beat the bushes" to encourage attendance. KC suggested getting the word to PPNC and will find out who to get in touch with and send the information. PPA/PPNC will get the same rate at ASMP and APA. Margo will be in touch with Chuck to review logistics and Jack's travel plans.

Blake Discher will be in the State on Thursday, November 6th to present his program "I stink at negotiating." A Greensboro area venue is needed at this point. Dan suggested Steve Cash or Mark Wagoner's studios.

Bob Krist will be in the State on Friday, December 5th, and will be making a presentation for Outdoor Photographer in Raleigh on the weekend (12/6-7). One potential location is Country Inn and Suites in Burlington at the Elon University exit off I-85. We will be making a donation of \$500 to the ASMP legal defense fund in the name of Bob's late son.

Margo suggested we try some evening meetings in addition to the monthly lunch meetings; perhaps a social gathering in early October. All agreed that Wednesday, October 1st is the best date. Admission will be \$5 or five images made in 2008. Images will run in a loop on a projector. Charlie agreed to provide the location. Food and beverage will be provided. Margo and John will "cater" the event.

A statewide post holiday gathering will be planning for January. Friday January 9th is set as the tentative date. Burlington is the tentative location. All will be encouraged to bring 10 images.

NEW BUSINESS:

Margo reported on the status of Smith Advertising and the warning about their business practices on the ASMP/NC web site. Smith has sent a letter that Margo will distribute to the Board. Margo had a conversation with Gary Smith and told him the membership expects an apology, not just an explanation. A second letter was sent that Margo read

aloud that included an apology. All agreed that the second letter should be posted and that the warning be revised and shortened. Margo will draft the revised warning. Dan moved and KC seconded the following: Smith's letter will be posted on our website and a modified version of the warning will remain on the ASMP/NC website for a minimum of 6 months. Motion unanimously passed.

KC asked why there seems to be so little participation in events. Margo and Dan noted that the geographic diversity of the State presents challenges with no single urban area providing a critical mass of members. There was some discussion of defining a Statewide project. KC suggested an "SB2 Lite" that might draw from NC, SC and VA. Charlie suggested a project aligned with Travel & Tourism, Archives & History, Department of Commerce, etc that might generate a body of work that could generate some national attention. Also suggested were the NC Chamber of Commerce, NC Museum of Art, Film Office, etc. There was some support for combining a marketing/business learning opportunity with a competition, perhaps supported by such an agency. Some discussion centered on a framed show as opposed to a virtual, online show that is more attuned to the current market. Submissions should be limited to ASMP members only to encourage and stimulate membership. There was a lot of discussion of potential themes for an image competition. Dan suggested "The North Carolina Worker," a theme that generated considerable buzz. Others: "A Sense of History" or "Our Future", "The Changing Landscape", "A Celebration of the Arts." Margo will explore potential sponsors and contact National about a "mini-SB3" and how far out we would need to plan for such an event.

Next Meeting: A teleconference will be held Tuesday, September 23rd at 7:15. Margo will circulate call in details by email.

General Discussion:

Meeting adjourned by unanimous vote at 5:55.

Respectfully submitted

KC Ramsay, Secretary