



NORTH CAROLINA

AMERICAN SOCIETY OF  
MEDIA PHOTOGRAPHERS

## Board Meeting – February 13, 2009

Telephone Conference Call

### Minutes

**Present:** Margo Pinkerton (President), , Chuck Edgerton (Treasurer), Scott Lessing, Charlie Brown, Dan Routh, Michael Mauney, KC Ramsay (Secretary), John Pagliuca (Vice President)

**Absent:** Scott Lessing

Call to order by Margo at 3:15 PM

Mission Statement was acknowledged by not read.

“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. Revised version accepted as presented. Passed unanimously.

### REPORTS:

**Treasurer: Chuck Edgerton.** Treasurer’s report was sent by email after the last meeting. Current balance is \$10,955.53. Allotment total is \$3,735.20 and is available from National. These funds will be used to cover travel expenses for the Bradshaw Leadership Conference. Motion to accept by Dan, second by Michael. Passed unanimously.

**Membership: Dan Routh.** The pace of new member growth has slowed some. One new member since the last report. Margo suggested sending an encouraging letter to those who have not renewed yet encouraging them to do so.

**Newsletter:** (no report)

**Web:** No change in status.

**Programs:**

**Eric Meola** will be speaking at RCC on June 3. Margo announced a new project: 30 images in 60 days. There was a great deal of interest and camera phones magically appeared on the spot as the assignment began. More details will follow. Michael reviewed an Asheville project to document the structures and inhabitants that will be removed by the construction of I-26 around Asheville. Eight photographers will participate. No details yet.

KC mentioned **John Michael Cooper's** "Roadside Families" project and encouraged board members to look it up online and get involved.

Margo played the ASMP video of "Interviews with Photographers" for the board... a good collection of thoughts about negotiating. It is an ASMP copy that is available for circulation among board members. Margo noted that **Barbara Bortnick** would like to come to NC for a program, possibly in the fall.

Potential future programs for the spring include **Anthony Edgeworth, Stephen Wilkes** and **Walter looss**. Margo has established a dialogue with Wilkes and Charlie enthusiastically supported the idea.

Chuck suggested a program on dealing with hard times. There was also some discussion of creativity as a topic and Margo offered to ask Lee Smith (the author) or Diane Chamberlane to participate in a panel. Other names that came up were Thomas Sayre and Jim Adams (sculptors). April/May and October of 2009 were suggested as a possible time windows.

John suggested a meeting to focus on presentation tips... how to present your work to potential clients. KC suggested a project on the hard-core topics on business, like how to set up a chart of accounts that makes sense for photographers. (John mentioned that there are lot of resources on the PPA website for business.)

Margo suggested that we organize a program in Charlotte and Charlie suggested contacting some of the Charlotte folks to see what might interest them. Michael suggested getting one of the Canon speakers for Charlotte. Margo noted that RCC helps guarantee 100 attendees, a requirement by Canon for funding the Explorers of Light speakers.

Charlie suggested the we also use Myspace, Facebook, Linked-In and other emerging forms of communication to promote programs.

**OLD BUSINESS:** Margo noted that the Smith advertising notice remains on the website.

**NEW BUSINESS:** Margo asked for consideration of a PR committee to help promote programs. Ray suggested finding members in the Charlotte and Greensboro area. A number of names were suggested including Charles Gupton and Steve Murray. Dan will produce a .pdf and send it to the rest of the Board to use to look for potential members. Charlie suggested the women at Lightbox Studios in Greensboro. Margo will solicit feedback from board members prior to the next meeting and then make the appointments.

**General Discussion:** (none)

**Next Meeting:** Thursday, March 19<sup>th</sup> at 7:15 by telephone conference call.

Meeting adjourned by unanimous vote at 4:45 PM.

Respectfully submitted

KC Ramsay, Secretary