



NORTH CAROLINA

AMERICAN SOCIETY OF
MEDIA PHOTOGRAPHERS

Board Meeting – March 22, 2009

Minutes

Present: Margo Pinkerton (President), John Pagliuca (Vice President) , KC Ramsay (Secretary), Chuck Egerton (Treasurer), Scott Lessing, Michael Mauney

Absent: Charlie Brown, Dan Routh

Call to order by Margo at 1:40 PM

Mission Statement was read from the new website by KC.

“ASMP/NC's mission is to:

- Educate, motivate, and stimulate creativity;
- Foster communication and camaraderie within the photographic community; and
- Build awareness of ASMP as a creative resource.”

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

REPORTS:

Treasurer: Chuck Egerton. Treasurer’s report was sent by email. Current balance is \$11,035.53. 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. We are waiting for expense vouchers from the attendees.

Chuck reported that we will need to file a report with the IRS this year but that we are not at the limit for paying taxes. Report is due by the 15th of April.

Motion to accept by Michael, second by John. Passed unanimously.

Chuck notified the group that he needs to resign as treasurer and asked for a volunteer to take his place. New duties will include setting up a PayPal account and possibly setting up the books in

Quicken/Quickbooks. After some discussion it was decided that Greg Platka be approached to take over as treasurer. Margo will contact Greg.

Membership: Margo said that we have had a couple of new members since the last meeting. Margo also reported that an option has been created to an option for long term members to suspend their membership payment for one year. Such members will not receive member benefits but will remain on the mailing list. The decision will be made by the local board. Margo and/or Dan will put together the list of members who have not renewed so that members of the board can call them to try and ascertain their status. The board will then have a conference call to discuss how to proceed with each member.

Newsletter: (no report)

Web: The new ASMP-NC.org website is up and running to reflect the new design of the national website that will probably be launched this summer or fall.

Programs:

Margo introduced a conversation she had with a representative at Our State Magazine about a story idea based on the work of ASMP members. She reported that the magazine likes working with ASMP photographers but thinks we “are expensive.” Chuck raised the issue of photographers working on speculation (which is contrary to the ASMP code of ethics) for such an article. John and Scott noted that the fundamental concept is a promotional effort on behalf of ASMP. John suggested that we invite the membership to suggest themes for the project.

Michael suggested we go around the table. Margo: Past, Present and Future; KC “anything that narrows my scope, like 100 yards from my house, or 30 images and 30 days.” ; Ray “it needs to be something with Statewide appeal”; Scott: “something significant or story based... the kind of work that professional photographers can pull off... not so fluffy as the normal Our State article”; Michael: “something really diffuse like ‘color in the moment’ or something really narrowed like ‘noon’ and do it for a year or six months.

Eric Meola will be speaking at RCC on June 3. We will be producing posters to promote the event.

Margo suggested working to get younger members involved. Chuck suggested asking students and emerging photographers what they would like to see that would increase their interest in getting involved with ASMP. Chuck suggested a young photographer’s summit sponsored by ASMP and organized by students and younger photographers. Chuck mentioned SPE (Society of Photographic Educators) as a resource group.

Other ideas included mentoring, critiques (including critiques of the work of established photographers by the emerging photographers). There was a broad, general discussion (as board members moved away from the direct sunlight) including discussion of how a summit might be organized by students rather than the old guard. John suggested that we establish some broad parameters including duration and budget and then turn it over to the students for content. Margo suggesting finding representatives

from each of the schools in the State with oversight provided by the ASMP NC board. Chuck suggested and Scott endorsed a BLOG to promote the event, linked to the ASMP site.

Margo raised the issue of the Geographical challenges of the NC Chapter and made reference to the Ohio chapter that uses smaller nodes that meet and then communicate between each other by telephone. Each local group has a "co-President" or regional chair. The regional reps then get together periodically.

Margo mentioned that we have a commitment from Barbara Bordnick for a program and wondered about locations for the presentation. Discussion focused on the probability/challenges of attracting sufficient attendees at a variety of locations.

Dick Durrance: Margo asked if there is interest in attracting him for a program if we can tie it in to other eastern speaking engagement(s) he has. Chuck noted that we would need to pay all his expenses. All agreed that Margo will do some additional fact finding.

OLD BUSINESS: PR Committee (The following is lifted from the minutes of the February meeting): 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.

NEW BUSINESS: BLC: John provided a brief summary of the issues that came out of the Bradshaw Leadership Conference. The industry is struggling, the ASMP is getting older, new ways of attracting income and memberships are needed. Margo and John listed a variety of the benefits from membership and made special note of issues advocacy. John has a list of programs and projects that have worked in other chapters to attract younger members. Margo asked the members of the Board to think of potential barter partners that we can use around the State.

General Discussion: (none)

Next Meeting: Will be a telephone conference call at a date to be determined. We will meet again face to face in May.

Meeting adjourned by unanimous vote at 3:40 PM.

Respectfully submitted

KC Ramsay, Secretary