

MINUTES OF MEETING OF THE BOARD
OF ASMP HELD APRIL 8, 2009

The February 8, 2009 board meeting was called to order at 6:00 P.M. at the Denver Press Club by the President, McCory James.

The following individuals were in attendance: Paul D. Rubner; Steve Sokolik; McCory James; Rich Douglas; Rich Clarkson; Peter Wayne; Nicole Nichols; Paul Trantow.

An agenda for the meeting was presented, a copy of which is attached.

A report was presented on the up-coming Allison Ernest event scheduled for April 25, 2009. Pretty much everything is in place, but Steve requested between 5 and 8 people will be required to arrive early at 8:00 AM to help set things up and to take care of logistical issues. Coffee, bagels, and doughnuts will be available. Allison has been contacted and will have about 20 books on sale at \$20 each, or about \$5.00 under the cover price. Allison is also going to make some copies available to the chapter.

There was discussion concerning the Chase Jarvis event, which in the past has been a big event in which the chapter has participated. Some promotional material has already been prepared and circulated, but with no mention or reference to ASMP as a sponsor. Last year the chapter contributed \$600, but there was no mention made of co-sponsorship and the relationship of the contribution to the door charge is not known. It was decided to approach the Chase Jarvis people with a proposal that ASMP contribute \$300, unless ASMP is more prominently featured. Last year, although food was provided, no drinks were and we would like to see that in place. Again, a link to ASMP should be provided for email promotions and on any web site. If ASMP is more prominently featured and drinks are provided, we will consider return to the \$600 level.

We need to fill August, September, October and November program slots. It was decided that there will not be May, July, or December programs, although there may be some kind of December joint holiday event with actual art work for sale, including photography as well as other holiday stuff. Susan Goddard has offered to spearhead this effort.

The chapter decided to move forward with a possible Dick Durance mountain event. It was mentioned that Frank McDaniel and Mike Mitchell be contacted and that this might take place in concert with the Art Institute. If Mamiya of America sponsors this, it could reduce the financial strain on the chapter.

An event with Blake Discher regarding copyright was discussed for October, if he would be available. We need to contact him to find out about his availability.

Rob Haggart, who is an experienced photo editor, may be available for a program. Don Cudney has been in touch with him and he would come to speak in August or September. He has recently moved from Montana to Gunnison and would probably agree to be a speaker if we pay his transportation and lodging.

A program featuring James Balog is a possibility, but he has obligations that will keep him occupied at least until later in the year. He probably will be available after the first of the year and it was decided to try and get him to a program in January or February of 2010.

A seminar on pricing is something favored by all and it is anticipated that we would get local photographers to participate. The ideal combination would be to have this at Rick Souder's studio because there is an outdoor patio and we could have a barbecue, possibly with Big Kahouna. We need to contact Rick about that and be careful not to take advantage of his continuing hospitality for ASMP events.

There was a great deal of discussion concerning a "10 Photos To Be Remembered By" program, which all agree is a superior idea. Ideally, this would be held as a November meeting and be set up as a family and friends event. The concept could be extended to possibly include a spread in the Denver Post, an exhibit in some gallery (the new Modern Art Museum use to have first floor space devoted to photography and Laura Merage has a space for emerging artists combined with a gallery. Joe Lavine may also be a possibility, as is a display at the airport if the red tape associated with that can be cut. Rich Clarkson has some insights for Katie Girtman regarding this.) Because of the possibility of there being a great many images, some jurying of the submissions would be in order if there is to be something more than several projectors running slide shows at the event. The name of John Grant to evaluate and select a group of, say, 30 images for a newspaper/exhibit was suggested. Rich Clarkson agreed to pursue contacts at the Denver Post, Channels 2 and 9, and to contact Laura Merage to further advance this project.

There was a suggestion that perhaps Ron Ketrick might be available for a program in the future.

Summary of dates and events;

April 25, 2009 – Allison Earnest
May 13, 2009 – Pixels and Pints at Maggiano's
May seminar – none scheduled
June 12, 2008 – Chase Jarvis
July seminar – none scheduled
July 8, 2009 – Pixels and Pints at C.B. & Potts
August 2009 – Rob Haggart or Pricing Seminar and barbecue at Sauders
September, 2009 – Rob Haggart or Dick Durrance Mountain Event
October, 2009 – Blake Discher
November, 2009 - 10 Photos To Be Remembered By

December, 2009 – Joint Holiday charity event
January or February, 2010 – James Balog
Future and unscheduled – Ron Ketrick

Regarding Pixels and Pints, we need two venues for May and July, with one being in the north metropolitan area and the other being in the south metropolitan area. For May, the suggestion was made and agreed to that Maggiano's would be suitable because of location, a great bar, and an inexpensive bar menu. For July, there was some discussion of C.B. & Potts for the northern metro meeting place, but suggestions were solicited for alternative locales.

As to the web site, Peter Wayne reported on changes he had already made, including the elimination of the "log in" link, reformatting other links, and moving the list of board members and minutes to the "about us" tab. He noted that the welcome message was out of date as was the membership information. We need to have some new "featured photographer" postings and to do this on a more frequent basis. John Blake might be interested.

A new and valuable feature would be a vendor resources page, for which we would, at least initially, not charge. Members will be solicited to provide the names of shoot support personnel and firms (wardrobe, make-up, hair stylists, food stylists, etc) which would be listed together with any links to their web sites. We need to contact the membership to get names and recommendations.

There was a good deal of discussion concerning membership levels and listings on the Find A Photographer list and the Find an Assistant list. On a local level, Find a Photographer list includes premium, associate, and emerging members, but on a national level, only the full premium members are listed, and that is likely to continue. It was decided that on a local level, it would be best to encourage the associate and emerging members by keeping them on the Find a Photographer list and also on the Find an Assistant list. The coming of a new search engine that will search by radius rather than by metropolitan area should have a beneficial effect on this kind of function. It was noted that those members who were paying full dues were, in effect, buying the exposure that Find a Photographer provides, so that making all the advantages of membership available to lower tiers of membership could be counter productive and unfair.

Another suggestion for the Internet was to have "tear sheets" added to our blog, with the stipulation that they be limited to some reasonable number of images and once per month postings. Don Cudney has done this sort of thing to good effect. They have been posted on Redux Blog and Wonderful Machine. In order to do this, it would be good to find someone other than Peter because otherwise he will be overloaded. He would like to find somebody who is familiar with or wants to become familiar with WordPress.

It was noted that the chapter wanted to try to use “MeetUp” to communicate with members. The cost is \$18/month and Peter was authorized to sign up for 3 months as an experiment.

Paper work was completed at the meeting regarding signing up the chapter for credit card use. After discussion it was decided that signing up for payment over the internet, through PayPal or otherwise, was not worth the hassle at this time.

The possibility of updating membership information, Find a Photographer lists, and Find an Assistant lists by import from the nation site was discussed and Peter Wayne will look into that. Our mailing list is now about 500, but that contains some people who are not members. Keeping the member information current will be the responsibility of members by accessing the web site.

Katie Girtman, who was unable to attend, had relayed a question concerning alternative sources for public relation efforts and mention was made of Chanel 2 and 9 morning shows, which would be receptive to visually oriented materials. See the reference to “10 Photos To Be Remembered By” above.

The Chapter has funded support for the Jeffco Art Show by providing three \$100 prizes. The show will be held April 15, 2009 and members are encouraged to attend after mailing their tax returns.

Paul Rubner reported on attempts to recruit student and other members and asked all members to provide contact information for instructors teaching photography related classes at local schools. Frank Varney and Brad Bartholomew are contacts at the Art Institute, and Ken Bisco is at Metro. Anyone else having contacts at CU (Denver, Boulder, or Colorado Springs), DU, or any place else should contact Paul at 303 526 0110 or PDRubner@Imagraphy.com . Joint programs with Working With Artists should be pursued, but with the caveat that ASMP should be able to make a presentation, have a presence at the seminar, and “sanction” the workshop. Rich Clarkson & Associates also has workshops with ASMP discounts and more active co-promotion of ASMP memberships in connection with those events could be productive as well.

There are approximately 15 students who have expressed interest in signing up as student members at Red Rocks Community College and how the applications are to be processed has been run by McCorry James and Rich Douglas. It has been agreed that membership applications and checks (made out to ASMP) will be taken and the checks deposited to ASMP Colorado’s account. After a reasonable time for the checks to clear, a single chapter check will be sent to national to qualify for the multiple student application fee of \$35.

April 9, 2009.

_____/s/ Paul D. Rubner_____
Paul D. Rubner
Secretary