American Society of Media Photographers

Colorado Chapter Meeting Minutes: 04/12/18 @ 7pm
Common Grounds (2139 W 44th Ave Denver, CO 80211)

- Secretary
  o Ella

- Approval of Minutes of prior meeting - 3/8/2018 (201803 ASMP Colorado Minutes Minutes PDF)
  o Approved

- Additions or deletions to the Agenda
  o None

- Presidents Report – Paul Weinrauch
  o See Page 4

- Vice President Report – Al Milligan
  o See Page 5

- Treasurer/Secretary Report – Eli Akerstein
  o 7,505 is our current balance.
  o If anyone has receipts for me, now is the time to get them to me so I can ask for reimbursement from national.
  o Mikes and C2 studios are our current sponsors.

- Committee Reports:
  o Membership – Caleb Tkach
  o Social Media – Jen Magnuson
    ▪ Jen has been posting
  o Newsletter – Ella Dascalos
    ▪ Summary:
      - April Newsletter Stats:
        - Sent to 687 recipients
        - Open Rate: 33.6%
        - Opened: 229
        - Clicked: 21
        - Bounced: 5
        - Unsubscribed: 2
      ▪ Template needs to be updated
      ▪ Will report who unsubscribes in future
  o Educational Outreach – Howard Paul
    ▪ See Page 6
    ▪ Discussed reimbursed for travel, will be new business for next month
    ▪ Discussed covering educators dues if we have enough students join
      ▪ Will research the break-event point with Eli
  o Webmaster & Election Chair – Demetrius Austin
    ▪ Not Present
    ▪ Still needed a few Headshots, from Eli and Caleb
    ▪ More discussion on removing National news from local page.
  o Sponsorship Chair – Kyle David Jones
    ▪ Not Present
    ▪ Reed – Per Howard Paul, might be interested in sponsorship
    ▪ Kyle will reach out to Reed
  o Events/Program Chair - Katie Warnke
    ▪ See Page 7
    ▪ Discussion - Have Earnest Alison speak on business in Colorado Springs? Add to agenda for next month
    ▪ Discussion
• Dave Black possible speaker, lives in Loveland. **Make sure Caleb reaches out to Dave Black.**

  ▪ DataColor – could come via zoom call? Couldn’t do at Diebolt because of their internet connection
  ▪ Paul Bindel – invited us to take photos of public art. Best 30 photos will be shown at Buell Theatre. Denver Arts and Venues. Katie will do a little research and get back with us.

• **Old Business**
  o **Events**
    ▪ Lafayette Coffee Meetup
      • Only 5 people there at last meetup, discussing on changing times/day of week.
    ▪ 4/13/18 New Events Module will be live
    ▪ Flyers
      • Created by Jim, $130. Discussed future flyers
    ▪ Brews & Business - Educational Networking Series
      • 7:00-8:30, presentations 7:15-7:45
      • April 2nd Tavo
        o Less conversation during networking time
      • May 7th – Walt Hubis (http://www.hubis.com/) – On1 Photo RAW 2018
      • June 4th, Michael Fulks – ACDSee
      • July 2nd – Copyright Walkthrough – Paul Weinrauch
        o Need about an hour plus Q&A
      • August through December...
        o Theme?
  ▪ Discussion– maybe with the short presentations, we could have one of the board members facilitate a conversation after the presentation (like Tavi, could have been a conversation around what software people use, and why, etc.) Want to have theme/series of presentations... Dave Black, digital marketing theme... 4 months of talks, etc (photoshelter, squarespace, smug mug, zenfolio, twitter, fb, Snapchat, Instagram, constant contact, survey monkey). Ad agency digital marketing head – bring in as a presenter.
  ▪ Assistant Workshop (3/18)
    o Review
      ▪ More photographers on Panel
  ▪ CPAC (joint events)
    ▪ “Getting Started in the Business of Photography: Business Plans and our Shared Experiences” - June 13th 6:30-8p
      ▪ Katie Warnke
        o Print share on 11/14 6:30p-8
      ▪ Eli
  ▪ Gear Swap
    ▪ April 15th
      o [https://www.asmp.org/colorado/event/gear-swap/](https://www.asmp.org/colorado/event/gear-swap/)
  ▪ September Summer BBQ
    ▪ Set for September 6th at Chimera
    ▪ Google Drive Spreadsheet > ASMP > Workshops > 2018 > 2018 Summer Barbecue
    ▪ Decided that we do not want Rocky Mountain Film and Video. This is an ASMP event – ONLY.
  ▪ Joel Grimes
    ▪ Per Al, very excited about the possibility of coming to Colorado. Branding. Per Paul, might be around $2500 or so. Possibility of getting Canon as a sponsor, and possibly
Mikes Camera could help facilitate the Canon. Possibly an evening talk, 150-200, could hold the talk at CCD.

- Holiday Party
  - Caleb will ask Rick
  - Speaker, Paul Weinrauch on Copyright Walkthrough – Published

- Photo Annual
  - Conversation

- Mike Camera Product Fair
  - Update?

  - Changing Banks
    - No change
  - Website
    - No change
  - Giveaways
    - ASMP Colorado Shirts, water bottles, etc…?

- New Business
  - Approved New Sponsorship levels (see page 8)
  - Joint Project (see page 9)
    - We all liked it, but we were rushed
  - Co-Sponsor portfolio event with RRCC, ASMP, and AIGA?
    - Quick Mention, ran out of time to discuss
  - One Club for Creativity Denver and AIGA Colorado Portfolio Review
  - RRCC Advisory Committee
    - A few members signed to join committee

- General ASMP Members invited to be Heard
  - None
Presidents Report

- Meeting set with Chad on May 16th @ 11a to talk about his current sponsorship
- Contacted to Diebolt to confirm the space
  - They didn’t know we were coming in April
  - Emailed with Sopheak from Diebolt on 4/11/18
    - They forgot to make it a re-occurring event, we are good to go in May and beyond!
- Assistants Workshop
  - Cristin and Lisa recommended photographers on panel next year
- Chapters will be in charge Event Module this week; I will be trained this week during this month leader mtg.
- New ASMP Colorado avatars and logos are not available yet, should be soon.
  - [https://www.asmp.org/chapters/chapter-resource-center/](https://www.asmp.org/chapters/chapter-resource-center/)
- Possible Student Portfolio Review with ASMP and AIGA @ RRCC
  - AIGA Education Coordinator is going to bring it up to the board and have me give a pitch in the fall.
  - Event would be in Spring 2019
- RRCC - MGD Advisory Committee
  - Is the board willing to be part of the committee?
  - They also have a survey they would like everyone to complete
    - [https://www.surveymonkey.com/r/S58BG77](https://www.surveymonkey.com/r/S58BG77)
- March ASMP Chapter Leader Meeting
  - Photo Annual – ASMP CT
    - What about ASMP Colorado doing this?
    - Had curator to decide images
    - Found Sponsor
    - No entry fee
    - Online and Print
    - Created separate committee
      - Met monthly
      - Calls about once a week
    - CT is willing to help other
    - Members only (helped with pro memberships)
    - Had a release Party
    - 1000 mailers
  - Copyright Alternative in Small-Claims Enforcement Act of 2017 (the CASE Act), H.R. 3945
    - A few companies like Amazon have come out in opposition which will make this a challenge and need more people involved....
American Society of Media Photographers

- Find a photographer
  - Communications Arts, first ad ran
    - will be on website at beginning of next month (next 30 days)
    - 3 ads prints over the next few months
- New Member push
  - Member get a member
    - get a copy of a book…. (month of April)
    - 10% off (may) for 2019 dues - rebate
Joel Grimes – Spoke with Joel.

- He’s very will to try and work out something to come to Colorado. July or August would probably work best for him since he lives in Phoenix and is thinking about doing a road trip to cooler places at that time.
- Needs for us an outline of what we what and how much time before he can give us a quote.
- He suggested seeing if Canon and/or Wescott would like to co-sponsor the event if we need to.
- He would like to talk about getting business and branding.
- He could do a lighting demo and or a lighting workshop in addition to a presentation.
- If he does a hands-on workshop then he wants to limit the class to 15 people.

Chimera Lighting –

- BBQ at their facility is set for Sept 6th. They have asked if they could invite the RM Film & Video Ass’n members.

Soccer Without Borders –

- Project is on hold for a bit. Need to still work out details.
April 10, 2018

Education Outreach Liaison Report

Since our last meeting I have on our behalf presented an ASMP student membership-oriented program to:

1. **Community College of Denver**, Lincoln Phillips, instructor. Two presentations with a total of approx. 25 students. Very well received and garnering a couple of attendees to the assistants’ workshop the very next weekend.

2. **Colorado Mountain College Professional Photography program, Glenwood Springs**, Joseph Gamble, Associate Professor. 25 students in the "Business of Photography“ class. This class is mandatory for graduation; it uses ASMP forms. Of note, one of their assignments was to research professional/trade associations and some students selected ASMP for their research paper. I was told those students gave high marks to ASMP. At the close, 4-5 students indicated they were interested in student membership. I gave Prof. Gamble the University group membership form. They may already be an educational member. He and I also chatted about scheduling next year’s assistant workshop for just after classes end for the summer. Left an ASMP membership poster and postcards.

We are schedules to attend the RMCAD Spring Career Fair on April 17.

Howard Paul
Education Liaison
Event Coordinator Report - Katie Warnke

- I've created a list of potential speakers, all photographers some based here in Colorado, to speak to ASMP. I'm sharing that list with the board to see if these are speakers that our members may be interested in. If so, I'll contact the potential speakers/photogs to see if they might be interested in speaking to us.
- I'm trying to find someone local who is knowledgeable in On1 Photo RAW 2018, to speak to our Monday night group, Brews & Business
- Alternatively, I'd like to suggest doing a Zoom call with experts in the software or industry we'd like to hear from who are not local, to give a 30 minute talk to us at Brews & Business
- Walt Hubis - Can speak about On1 Photo Raw 2018, at the Brews & Biz on May 7. He will put together a slide presentation and send it to me first to make sure that's what we want. He's comfortable speaking in public, does it frequently. Uses On1 PR2018 in his workflow
- Paul Bindel from ? invited us to participate in #DenverPublicArt30, using that hashtag when we photograph or videotape any public art around Denver and share on Instagram, Facebook and Twitter. Each month focuses on two themes. Their 30 favorites will be displayed at the end of the year at Buell Theatre, selected by Denver Arts & Venues staff and Denver artists. 2018 is the 30th anniversary of Denver Public Art, a program which sets aside 1% of every municipal capital improvement project over $1M for the creation of public art.

Monthly themes:
- April: Animal Art, and Public Art Selfies
- May: Memorials and Statues, + Asian and Pacific American History and Heritage
- June: Summer Time Art (Picnics, Park Fun), and Find Art in Your Neighborhood
- July: Denver International Airport Collection, and Light or Kinetic Art
- August: Urban Arts Fund, and Indoor Art
- September: Latino and Hispanic History and Heritage
Diamond Sponsorship ~ $2500
- The opportunity to host an ASMP event creating a presentation of your products.
- Ad banner on the ASMP-CO website. Ad banner is linked to the sponsor’s full page add
- Full-page ad on our Colorado web site
- Logo in monthly newsletter, clickable**
- Advertorial content in monthly newsletter.***
- Printed materials displayed at monthly events (sponsor provided)
- A custom fitted 30x60” table cover with your logo and/or company name.
- Name and sponsorship level announced at monthly events.
- Post every other month, retweet relevant content ****
- No competing sponsors from your industry

Platinum Sponsorship ~ $1,500*
- Logo linked to sponsor’s half page ad on the ASMP-CO website.
- Half page ad on our Colorado website (content provided by sponsor & option to change quarterly)
- Advertorial content in monthly newsletter.(sponsor provided)**
- Printed materials displayed at monthly events (sponsor provided)
- Name and sponsorship level announced at monthly events.
- Post every other month, retweet relevant content ****
- No competing sponsors from your industry

Gold Sponsorship ~ $1,000*
- Logo linked to sponsor’s website on the ASMP-CO website.
- Advertorial content in monthly newsletter (sponsor provided)***
- Printed materials displayed at monthly events. sponsor provided
- Name and sponsorship level announced at monthly events.
- Post every other month, relevant content****
- No competing sponsors from your industry

Silver Sponsorship ~ $500
- Name and link (text only) on the ASMP-CO website
- Printed materials displayed at monthly events. (sponsor provided)
- Name and sponsorship level announced at monthly events.
- Post every other month ****

Event Sponsorship ~ $250-$1,000 (depending on size of event)
- Promoted as the event sponsor at venue and in that monthly email(s) to our entire mailing list. Includes logo placement
- Sponsor logo on event signup page and Meetup.com
- Names and emails of attendees provided
- Post on social media mentioning sponsor once before, once during and once after.****

* Sponsor may select any ratio for the cash value plus 2x the remaining balance in goods and services. (I.e. Gold: $1,000 cash, or $500 cash and $1,000 in G&S, or $250 cash and $1,500 in G&S, etc.)

** Only offered to Diamond Sponsors.

*** Advertorial content needs to be approved by ASMP-CO.

**** Twitter/Facebook Business Page/Instagram
April 12, 2018

Proposal for joint projects

To benefit members through networking and education with associated industry creative professionals and cross-pollinate ideas, we propose three projects for consideration for adoption.

I. ASMP and allied Denver/Colorado organizations such as The One Club, AIGA, IDSA – Industrial Designers Society of America and SEGD - The Society for Experiential Graphic Design, produce joint events.

These events might be quarterly, semi-annually or on another schedule. The orgs would rotate in the role of host, supported by the other orgs. They would offer networking and the opportunity to feature work from participating orgs.

II. ASMP and the organizations offer reciprocal rates to each other so that we can learn from each other and network. Each includes the others in notices and adverts for their own events.

III. ASMP and the organizations annually produce a joint social event for networking.

To accomplish any or all of these:

- A. ASMP contacts key leadership of the organizations and pitches the idea.
- B. Those orgs that express interest meet to discuss.
- C. Those orgs that agree delegate representatives to a steering committee to:
  1. Draft an informal, written agreement. This agreement must be adopted by the local organization/chapter.
  2. Once agreed to, the committee will determine duties, schedules, etc., and meet as necessary for planning, etc.

In a chance meeting with Matthew Delade, Tangram Design, at an SEGD event last month, I learned the SEGD is anxious to participate. As then-leader of the Art Directors Club of Denver (now The One Club) he organized a program virtually identical to this.

Howard Paul
Education Liaison

with

Katie Warnke
Events Coordinator