Colorado Chapter Meeting Agenda: 6/20/18 @ 7:30pm
Common Grounds (2139 W 44th Ave Denver, CO  80211)

- Secretary Sandra Francisco
- Approval of Minutes of prior meeting – 5/10/18
  - We can’t find the minutes from last meeting.
  - Outreach with other groups is approved.
- Additions or deletions to the Agenda
- Presidents Report – Paul Weinrauch
  - Newsletter is being switched to Constant Contact. Account already created.
  - Website is being updated.
- Vice President Report – Al Milligan
  - No report from Al.
  - We haven’t heard from Chimera.
  - Approximate date for Joel Grimes, March, during the Month of Photography.
- Treasurer/Secretary Report – Eli Akerstein
  - No Report
- Committee Reports:
  - Membership – Caleb Tkach
    - None; work.
  - Social Media – Jen Magnuson
    - None; out of town. Katie has been doing some social media work.
    - Ask Jen to look at other ASMP Instagram bios.
  - Newsletter – Ella Dascalos
    - Keep a repository (Google Drive) for photographs to use in the newsletter.
  - Educational Outreach – Howard Paul
    - Conversation with somebody at national about educational goals.
    - Referring members to national to partake in educational programs; ensure they represent us as local chapter. Fill open positions in our chapter first.
  - Webmaster & Election Chair – Paul Weinrauch
    - Events module is terrible.
    - Include disclaimer to sign up for events at the ASMP website. Meet-up.com is not official.
  - Sponsorship Chair – Vacant
    - Imperative we fill the chair and retain sponsorships; pro-level member preferred.
    - Howard will follow up with Reed Photo.
  - Events/Program Chair - Katie Warnke
    - Talk at CPAC, 33 people. KATIE WAS STELLAR. CPAC. needs 3 members to bring prints to Print Share in November (Caleb?, Howard, Eli, Ella?, Put out an announcement for members.).
    - Attended Facebook Community Boost. Paul suggested talking about Facebook/Instagram in the August Brews & Business (Ella, Katie, Stephanie).
    - Cheaper pizza place? Dominos, Crafty Fox, Diebold.
    - National is breaking down into committees (Social Media, Welcoming Committee, etc.).
    - 75th anniversary is next year (New York?).
- Old Business
  - Events
    - Brews & Business - Educational Networking Series (7:00-8:30, presentations 7:15-7:45)
      - How can we use this to boost membership?
        - ASMP Elevator Pitch
        - June 4 - Michael Fulks – ACDSee
          - Went well; Fans were loud but the conversation was fantastic. Successful event.
        - July 2 - Copyright Walkthrough – Paul Weinrauch
          - 7:15-8:15p
        - August 6 - Facebook & Instagram Topics
        - September 3 - Peter Wayne WordPress?
        - October 1 - Peter Wayne WordPress.
        - November 5 & December....
          - Digital Marketing Theme
            - Website (Squarespace/Photoshelter/Wordpress, Proofing site, Social Media, Email Marketing, Ad agency digital marketing
• CPAC (joint event)
  - Print share on 11/14 6:30p-8
    - Eli
    - Still need to confirm 2 people (Howard, Caleb, Ella, competition?).
• September Summer BBQ
  - September 6th
  - Time and topic?
    - Reach out to Al. (Mention Capture One)
    - Chimera wants to host.
  - Google Drive Spreadsheet > ASMP > Workshops > 2018 > 2018 Summer Barbecue
• Joel Grimes
  - Have a couple dates to look at. In the works.
• Holiday Party
  - Location and Date?
    - Ideas: Posner Center (33rd and Arapahoe);
    - Photo Space Denver; Check out the members list for studios;
    - Denver Press Club;
    - Backup: Diebold.
  - Speaker, Paul Weinrauch on Copyright Walkthrough – Published
• Photo annual (Like Connecticut)
  - Putting together curated, print and digital book to send out to advertising agency (Promoting Pro Members).
  - Connecticut spent once a week (phone) and once a month (outside of Board Meeting) to put theirs together.
  - Ask members to join the committee for the photo annual to have the workforce.
• Follow-up on new sponsorship guidelines.
  - Approved, now they need published and used.
  - Mike’s, C2.
• Giveaways
  - Chapter giveaway - table it for now.
• Template for our newsletter
  - ConstantContact
• Sponsorship Chair
• Change location of board meeting
  - Howard is looking into Reed. Other places: Denver Public Library, Whole Foods Community Room.
• New Business
  - Review Stephanie Barbers ideas (See attached)
    - Tabled for Next Meeting. All present members to think about the suggestions before next month’s meeting.
    - Elevator pitch to give to prospective members.
• General ASMP Members invited to be Heard
ASMP Topic Ideas

1. Monthly Assignments
2. Social Media posting software for scheduling posts
3. Instagram utilization
4. Online web domains that are useful for artists
5. Honey books web services/contracts/search/business
6. Digital workflow
7. Current post production trends
8. Finding grants or funding for projects
9. Capture One
10. Utilizing SEO
11. Why compositing is good or bad
12. Drone Photography
13. Mentor ship program
14. Round table discussions
15. Having a student ASMP or “new-setting out on your own” gatherings (additional to the two monthly meetings)
16. Veteran Gatherings (additional to the two monthly meetings)
17. How do you get noticed by your desired clients?
American Society of Media Photographers

Presidents Report

- Chapter Leader Meeting
  - Upcoming months
- Newsletter
  - In Processing of switching to Constant Contact
    - We have an account via National
    - Received all the information last week
CPAC

- The talk at CPAC last Wednesday went well. Attended by 33. I was stellar.
- CPAC need a total of THREE ASMP members to bring prints to the Print Share in November: Eli, Howard? And ??

ASMP Member Stephanie Barber shared some ASMP topic ideas with Paul and me. He’s included these on the agenda.

Stephanie Barber and I attended Facebook Community Boost this week and, as Paul suggested, we can give a talk about Instagram and Facebook for our August Brews & Business. Additionally we can just discuss Facebook one month and Instagram the next Brews & Business:

- August 6 - Stephanie Barber & Katie Warnke on Facebook Ads and Instagram Stories - How these can benefit photographers ???
- September 3 - Peter Wayne on WordPress Plugins?? Or Stephanie Barber & Katie Warnke on Facebook Ads and Instagram Stories
- October 1 - Peter Wayne on WordPress Plugins??
- November 5 - Social Media, Email Marketing, Ad agency digital marketing
- December 3 - Social Media, Email Marketing, Ad agency digital marketing
- Todd Dobbs (from Stephanie) can talk about Drones. He just got his Commercial Drone license
- Need to choose a cheaper/better pizza place than Denver Deep Dish. Back to the last place??
  Gaetanos’s is $42 + tax for three 10” specialty pizzas (Margherita, Wild Mushroom and Italian Meats). The Crafty Fox is $49 + tax for three 14” specialty pizzas (Margherita, Carnivore and Spinner)

From National meeting: Marianne Lee: National level breaking down to different committees: social media, welcome wagon. Wants site to be welcoming. Another group 75th Anniversary, Communications

If anyone in our local chapter doesn’t have time for board membership, but wants to help, put them directly in touch with Marianne marianne@marianneleephotography.com. Stephanie Barber?
ASMP Colorado June Newsletter

695 Recipients

List: ASMP Colorado List

Delivered: Sat, Jun 02, 2018 1:56 pm

Subject: ASMP Colorado June Newsletter

0 Orders

$0.00 Average order revenue

$0.00 Total revenue

Open rate 34.2%

Click rate 3.3%

List average 31.5%

List average 2.0%

Industry average (Photo and Video) 19.1%

Industry average (Photo and Video) 2.5%

237 Opened

23 Clicked

3 Bounced

1 Unsubscribed

Successful deliveries 692 99.6%

Clicks per unique opens 9.7%

Total opens 495

Total clicks 39

Last opened 6/11/18 7:33AM

Last clicked 6/11/18 7:34AM

Forwarded 0

Abuse reports 0

24-hour performance

Opens

Clicks

https://us2.admin.mailchimp.com/reports/summary?id=2871305