



# American Society of Media Photographers

## Colorado Chapter Meeting Minutes (2/7/2019 @ 7:30pm)

Common Grounds (Feb., Mar., April, June, July, Aug., Oct., Nov., Dec.)  
2139 W 44th Ave Denver, CO 80211)

Souders Studio (Jan., May and Sep.)  
1301 Ulysses St, Golden, CO 80401

- **Secretary – Matthew Rivera**
- **Present Members** - Paul Weinrauch, Al Milligan, Paul Trantow, Jen Magnuson, Stephanie Barber, Ella Dascalos, Katie Warnke, Howard Paul
- Approval of Minutes of prior meeting - YES
- Additions or deletions to the agenda - N/A
- Presidents Report – Paul Weinrauch
  - **See Report**
- Vice President Report –Al Milligan
  - **See Report**
- Treasurer/Secretary Report – Jen Magnuson
  - **See Report**
- **Committee Reports:**
  - Membership – Paul Trantow
    - January 15th - Welcome letter sent to new members inviting them to follow social media, events, etc. No student or professor members were contacted. Agreed that we should do a generic welcome the middle of every month. We need to know when professional members drop.
  - Social Media –Stephanie Barber
    - Facebook is up due to the \$40 promoted ad. A lot of registrations were generated. Post engagements are up by 1000 (not from the paid ad). Wednesdays and Thursdays 12pm to 9pm is the prime time for interaction. Using the Facebook Live or Instagram Live feature for Q&A with board members. Polls for Facebook should be used to increase interaction. Poll for member images about swiping images for feature.
  - 2019 MOP Report – Stephanie Barber
    - MOP details should be sent to Ella to be added to the newsletter. MOP Meeting is next week.
  - Newsletter – Ella Dascalos
    - **See Report**
  - Educational Outreach – Howard Paul
    - Recruiting programs are set up at Arapahoe and Red Rocks, and one is being planned for CMC in March. An Auraria-wide student chapter should be planned and implemented.
  - Webmaster & Election Chair – Larry Goodwin
    - **See Report**
  - Sponsorship Chair
    - **See Report**
  - Events/Program Chair - Katie Warnke
    - **See Report**
- **Old Business**
  - Events
    - 2019 Kick Off Party
      - Review - Reviews suggested it was a flop. Didn't feel like a party. Topic was not party-appropriate.
    - Brews & Business
      - Showing members images
        - This requires member images....? Photos and QR codes related to the speaker and major or important events. Facebook polls and swiping.
      - Recording and Posting events
        - Text-based or slideshow based reviews separated by topic to review the event. This is easier than video recording.
      - CPAC Joint Events



# American Society of Media Photographers

- CPAC members, Beer and pizza
      - CPAC and ASMP members are free for each other's events. ASMP provides the pizza. Buy your own beer.
    - November 4th and December B&B
      - Leave open for potential sponsors
    - Appearance Release
      - No video, no problem!
    - Joel Grimes March 2nd.
      - **See Report and Review**
    - 2-day Assistant Workshop
      - April 12 Friday night 5:00 - 9:00, 13th day 8:30 - 4:30 at CCD
      - Update coming via email.
    - Coffee Meetup
      - Who will attend in February?
    - Holiday Party -2019 with CPAC
      - Costco for food. Members only with alcohol.
    - Minorities in Photography Discussion Event
    - 2020 ASMP Colorado Major Event?
      - See Spreadsheet
    - 2019 Roundtable Event at ACC in November
  - Bookmark
    - How can we create more buzz? Video ad.
  - New Storage Unit (Arvada)
  - Upcoming Events POSTCARD
    - 4x6 [postcard](#) of the general Upcoming Events flyer with QR code and some kinda photo? Contest? The postcard is around \$62 for 1000 including shipping. Color both sides. 16 point dull cover, matte finish.
  - Student Chapter Tab added on the website.
- **New Business**
  - Slack
    - Demo
    - Worth a shot. Tips sheet handed out.
  - VPs for Springs and Fort Collins- E-mail CSU Grand Junction
    - Goal to have it set up by next January.
  - Mentorship Program
    - On the to-do list, but does rival the Student Chapter
  - Treasurer
    - Treasurer specific Gmail account?
    - Accounting software for the chapter to keep book reconciled and track income/expenses?
      - Wave is free and can be passed on from treasurer to treasurer.
  - Summer BBQ
    - RedTooth – Sponsor event?
      - On hold.
  - Additional content for website?
- **General ASMP Members invited to be Heard**



# American Society of Media Photographers

## Presidents Report – February 2018

- Monday Coffee Meetup
  - Mikes Camera is coming up with a plan for Monday morning meetups this month and will get back with us, excited to do it.
- Roundtable Discussion
  - Emailed Brad, waiting for confirmation and dates if they are interested for November
- Brian Rabin
  - Working on Bio this week
- VPs in Fort Collins and Colorado Spring
  - From Luke (National)
    - In our chapter we began by recruiting local coordinators or each metro area who would be responsible for on the ground logistics and organization. Which later involved into us having a VP for each metro area on the board (Buffalo, Rochester, Syracuse, Albany) who handled the local arrangements for events but worked together as a whole board for budgeting and planning. The other option would be using teleconferencing software/hardware to involve them in your Denver and boulder based events. “
  - Need to compile list of members in each area
  - Talked to Alison Earnest about Being a VP
    - She is interested, we are going to kick around some ideas over the next few months
    - I will reach out in a few weeks
  - Talked to Bill Cotton about being a VP
    - Intrigued wants to talk more
    - I will reach out in a few weeks

2019/02 – ASMP Vice President Report  
Al Milligan  
02/06/19

### **Joel Grimes**

- I contacted Joel on 1/31/19 about the workshop.
- He'll be coming in from Las Vegas and will return to Las Vegas after the workshop. He may take Light Rail from DIA to Union Station. He'll let us know his schedule once he makes his trip arrangements.
- He will bring his own camera, lenses, modifiers, and laptop.
- We will provide Einstein lights (3) for him to use in the workshop
- On 4/5/19, I contacted him and asked him to send us a basic lighting diagram he typically uses in his workshops
- Paul, Katie, and I did a walkthrough of the auditorium at RMCAD. I emailed him a couple of photos of the space.
- I also asked him if he needed some private time at lunch. If so, we have a green room that he can use. I also asked him if he had any food restrictions or preferences. I told him that we were going to do a box lunch.
- We still need to arrange models for the event. Once we have the models scheduled then I'll send him a head shot of each so he can also prepare.
- Paul, Katie, and I talked about providing lunch for the attendees at the workshop. We're getting a quote from RMCAD.
- Other things we talked with RMCAD about during our walkthrough:
  - Security for demo equipment and Joel's personal equipment
  - Assistance with directing people where to park and which building the event is in
  - Set of tables outside the auditorium and where we will be doing attendee check-in
- Paul sent the final edits to the poster to Krissy.

### **Coffee Meetup Change**

- I need to talk to the manager of Amonto Coffee on Baseline in Boulder to see if we can reserve the upstairs room or at least a table or two up there on the 2<sup>nd</sup> Monday of every month. If we can't then we may leave the coffee in Lafayette.
- Talked with Brian at Mike's about having some of his vendors come in and talk for part of the meetup. He's working with his boss to see what they can do.



American Society of Media Photographers  
**Colorado**

## **Treasurer Report – Jen Magnuson - February 7, 2019**

Current bank balance: \$5936.36

No outstanding invoices receivable.

No outstanding invoices payable.

Receipts submitted to national for December (a few that came in after Eli filed our final 2018 receipts) and January.

Mikes Camera - Paid for 2019 Sponsorship

Just sent another follow up to Lee Torrey about taxes. Haven't heard anything from him since mid-January regarding Eli's correspondence with him that dates back to October. Not sure exactly what he is supposed to be doing for us, but if this is time sensitive, he's not doing a great job of being expedient.

Keep those receipts coming!!

Time Sent	Campaign Name	Total Sent	Open Rate	Click Through Rate	Bounce Rate	Unsubscribe Rate
Mon, Feb 4, 2019 2:41 PM	ASMP Colorado Newsletter - February	818	36.7% 291	5.2% 15	3.2% 26	0% 0
Fri, Jan 25, 2019 7:19 AM	Joel Grimes Event March 2nd	814	37.4% 291	8.6% 25	4.4% 36	0% 0



## Website Chair Report – Larry Goodwin - February 7, 2019

### Website Report

- Updated photos on the contact page.
- Created a page for the Bookmark contest and added a news item.
- Various web updates.
- Continue working on SEO descriptions and have gone through photos and added alt text to help. I haven't seen much change in our search position. Will keep working on it.
- Will contact ASMP HQ again to see if they will help us get Google Analytics installed.
- **Video of Brews and Business**
- Looking for ways to get better audio of the speakers and audience and reduce the noise from the refrigerator door and people in the bar. It was insanely loud last meeting. We are learning a lot and making progress.
- Left a message with HQ to see if there is a place that is "members only" to house our videos.
- Checked out the room at Diebolt and they have an amp in the cabinet and one speaker up in the rafters. Worked with some audio folks and the plan so far is to use wireless lav mics on the presenters and have a wireless hand-held mic for the moderator and to pass to people with questions.
- The mics will connect to a portable mixer/recorder that will give us one audio file per mic on SD card. This will make it easy to adjust levels and fix noise in post. The mixer will then go into the Diebold amp and out to the speaker.
- If there is a powered speaker laying around somewhere it might be a good idea to put it with the projector and other stuff in case we want to use it at another event.
- Editing the Retouching Panel video now.

### Spreadsheet for the 2020 guest photographers workshop

- Created a sheet to house suggestions for the 2020 workshop. Contacted several photographers and the responses are in the sheet. Also added suggestions from others but have not contacted any of them.



## Sponsorship Chair Notes – Rick Souders:

Feb 4, 2019

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- Rick is compiling a list of names and contacts for sponsorship
- If anyone has contact names to go with the comprehensive list that Katie emailed, please let me know and shoot me an email @ [Rick@SoudersStudios.com](mailto:Rick@SoudersStudios.com)
- I will be reaching out to any and all companies that seem like good fits.
- If Board Members have personal contacts that they would like to share, or if they want to approach their contact, I will not be offended. Just let me know.
- The goal will be to first to ask for sponsorships and then to ask for donations or give-aways.
- Katie's List: (Several of these could use clarification if someone wouldn't mind)

- Canon
- Wescott
- The LawTog
- Profoto
- PayReel (speaking to us in May) **(WHO IS OUR CONTACT)**
- PowerEx rechargeable batteries
- TetherTools
- Patti Hallock with her new Photo Workflo app (Speaking in June) **Does someone have this email?**
- RedTooth Imagery (speaking to us on February 4) **(WHO IS OUR CONTACT)**
- Schmidt & Associates (the tax accountant who spoke in January) **(WHO IS OUR CONTACT)**
- Adobe
- Pixifi
- ShootQ
- ShootProof
- Photo Shelter
- Apple
- Batteries Plus
- PSI Photosol (they make sensor swabs to clean camera sensor)
- Paul C. Buff **(Who is this?)**
- ThinkTank
- PocketWizard
- Oben
- Manfrotto
- Western Digital
- Vizio
- Google
- GotPrint
- Color Monkey
- Triple Scoop
- Creative Live
- PICR - an ASMP selected studio management software
- Mega Pixels Digital
- Chimera
- WHCC
- ProDPI
- Nation's Photo Lab
- GraphiStudios
- Artifact Uprising
- Westword magazine
- NYX (oil blotting sheets)
- Laura Geller (matte maker powder)
- Matthews (apple boxes)
- Barbizon Light of the Rockies!! (video supplies, Matthews apple boxes, V flats in Stapleton)

Sorry I could not attend the February Meeting.





- Samantha Johnston from CPAC - what topic??
  - Look at list of Stephanie's ideas:
  - Finding grants or funding projects
  - Utilizing SEO
  - Social Media - Ben Rassmussen?
  - Social Media posting software for scheduling posts
  - Online web domains that are useful for artists
  - Current post production trends
  - Compositing - good or bad
- Pizza sponsor maybes: Lucky Pie Pizza & Taphouse, Brava! Pizzeria, Tony P's, Pizza Locale, Crush Pizza, Fat Sulley's
  - Brews & Biz Sponsor: Bryan Schmidt?

Another Overall Possible Sponsor: RedTooth Imagery!!

### Special Events:

#### March 2, 2019: A Day with Joel Grimes - as part of the **Month of Photography**.

- Two sessions: Morning Lecture 8 to 12pm: Branding and Marketing
  - Afternoon shooting demo 1 to 4pm: Westcott?
  - 4pm Members only Happy hour
- At RMCAD, seats 240 people - We can change person limit if we need to.
- Expecting 150 people. As of 2/6/19 we have 52 signed up. Total sales: \$1610
- Confirmed \$3000 and if we make enough will cover additional \$650
- Did RMCAD walk through on 2/4

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#### April 12 & 13: 2-day Assistant Workshop:

- Friday April 12, 5-10pm & Saturday, April 13, 8:30-4:30
- At Community College of Denver
- Last year's was Sunday, March 18, 2018
- Caleb will not be available
- Capture One - As part of 2-day Assistant Workshop, Larry Goodwin & maybe Ryan Burchfield from RedTooth Imagery. Larry is speaking at Brews on April 1 on Capture One as teaser to workshop
- RedTooth Imagery has offered to bring equipment for this and to setup a photo studio and live shoot for more hands on - Need to discuss

June - Annual Joint Event with CPAC - (Starting Your Own Photo Biz?) CPAC needs to know WHO and TOPIC by April

**September 5th - Annual BBQ** Last year's was September 5. Where? RedTooth Imagery said in January they'd like to host. In Cole neighborhood

**NO ANNUAL JOINT PRINT SHARE AT CPAC** Cancelled due to 12/11 Holiday party instead

#### **December - Joint Holiday Party with CPAC:**

- They're guessing 75 people Total including ASMP & CPAC folk
- 6:30pm - 8:30pm on Wednesday, December 11
- Print Exchange: Bring a print and you get to take a print. Limit to 8x10 prints, everyone would bring and receive the same size.
- Alcohol free? No alcohol = no \$100+ permit. We'd need a permit if we had alcohol and were selling tickets to non members. No permit needed if members only. However, we all want to attract non members, so I suggested alcohol free. That will save a lot of \$\$.
- For food, they're thinking Costco v. catered. Costco: cheese & fruit platter, cured meats, crackers, pie, other desserts. That's the route they normally go.
- Leven Deli is new and right around the corner from CPAC, Trina mentioned talking to them about sponsoring.
- I'm going to email Rick Souders & Trina an introduction so they can discuss sponsors for the party. If we do get a sponsor, we could go back to alcohol and a permit
- We may as well still have a slideshow. We are photographers afterall. They can send their images to webmaster@ whatever that address is. Paul said he'd assemble it in Lightroom. We'd put the parameters on the events page.
- Stephanie: Create a FB event? For all our events?

#### **Other Special Events we'd like to put together for 2019:**

- SOME KIND OF EVENT TO CELEBRATE ASMP ANNIVERSARY
  - 75th anniversary event confirmed
  - Waiting from National
- July - (nothing in 2018)
- August - (nothing in 2018)
- October - (October 18, 2018 - RMCAD Career Day)
- November - (November 15, 2018 - Round Table at RMCAD)
- December - (nothing in 2018)

#### **New Marketing Flyers**

- Has anyone entered bookmark photo contest?
- Curators: Frank Varney, Miranda, Samantha

# Joel Grimes Event

## Timeline

### February 11th-15th

Contact Toby About Lunch, Morning coffee/water, and Happy Hour (Paul)  
**Setup Square Account (Jen?)**  
**Contact about serving liquor (??)**

### February 18th-22nd

**Purchase plastic holders with lanyard attached (Ella & Jen?)**  
**Contact Kinkos for how long to print and what they need**  
**Jim Design (Contact ASAP and ask)**  
**(with Name and ASMP/MOP/RMCAD/Mikes Camera / QR Code and if they are an ASMP member)**  
Confirm all gear is ready (Paul)

### February 27th

Merge list for name tags (Paul)  
Put in Kinkos Order for Name Tags  
Get Swag from Sponsors

### March 1st

Al pick up Joel from Airport?  
Possible Dinner with Joel?

5:00p-7:00p    Setup  
Set up TV for ASMP Slideshow  
2 tables  
MOP Table, Mikes Camera, Registration Table and ASMP Table  
Set up Banners  
Stuff name tags in plastic holders, add 1 free raffle ticket in back  
Stuff swag bags with swag  
Set up light stands, lights, seamless on sides of stage  
Set up ASMP table with TV with slideshow  
**Does Brian Rabin want to set up his table this evening?**

**5 Volunteers: ???**

### March 2nd

7:00 Set up  
What?  
**Volunteers**  
**RMCAD Students to help navigate people**

7:30 Door open and Registration, Coffee, Tea, Water  
Tickets (first 50 get an extra ticket) and give out Swag bags  
Members attending Happy Hour checked ID and receive wristbands  
**4 Volunteers: ??? for Registration Table**  
**RMCAD Students swapping out every hour to help answer questions and late comers??**

8:00 Introductions - ASMP  
Thank Sponsors, RMCAD, Mikes Camera  
Bathrooms, Summary of Day, Announce some lunch recommendations, talk about ASMP

8:15 Joel Speaks - Branding and Marketing

10:00-10:15 Break  
Mike's Camera (Brian Rabin) will talk and will do a giveaway

10:15-noon Joel Speaks - Branding and Marketing

12:00-1:00 Lunch - Rotunda - Paid Lunches  
**2-4 Volunteers: ???**  
**Auditorium**  
**Rotunda**  
**Lunch in Green Room? Board Members?**

1:00 Giveaway and welcome Back  
**RMCAD Students swapping out every hour to help answer questions and late comers??**

1:10 Joel Lighting Workshop (Matthew assists)

2:30-2:45 Break -  
**Talk about the MOP? (Create PowerPoint Slides)**  
**PowerPoint of upcoming events with QR Codes (Katie?)**  
Giveaways

3:00-3:55 Joel Lighting Workshop (Matthew assists)

3:55-4:00 Wrap up - Thanks, Joel and sponsors, reminder to become members

4:00-5:00 ASMP Members Happy Hour  
**1 Volunteers: ???**  
Checking membership

5:00-6:00 Cleanup  
**5 Volunteers: ???**

# Swag

Mike's Camera  
Supply 150 bags (Waiting for Confirmation)  
150 ASMP pens  
175 ASMP brochures  
4 packs of ASMP promo cards

**Rick Souders:** We need SWAG for Swag bags. Could also be a way to recruit potential sponsors.

Ideas:

- Pens
- thumb drives
- lens cleaning cloths.
- RMCAD Brochure
- MOP Brochure
- Something to eat: granola bars and chex mix?

# Giveaways

Mike's Camera  
Still deciding (Paul is working with)  
3 ASMP Professional Business Practices in Photography books  
2 Coffee mugs

Westcott - AI looking into  
Joel Grimes - AI looking into  
Tether Tools - ???

**Who else can help find Giveaways!**

# Models

Woman: Working with Willhelmindenver (Paul)  
Man: **Still need someone**

## Gear

3 C-Stands and 1 boom (RMCAD Supplying)  
3 sandbags (RMCAD Supplying)  
Matthew (1set) RMCAD Supplying)  
2 Strips and 3 extension cords (RMCAD Supplying)  
Projector and screen (RMCAD Supplying)  
9 foot White Seamless (RMCAD Supplying)  
Sound System with mic (RMCAD Supplying)  
Einsteins (**waiting for RRCC to respond**)  
WIFI (RMCAD Supplying)

## Joel Grimes (AL)

What color seamless does he want and how wide?  
How would he like to be introduced  
Get his schedule as soon as it becomes available  
Wifi?  
Does he have any food preferences for lunch or food issues?  
**Anything else?**