



American Society of Media Photographers  
**Colorado**

**2022 Agendas, Reports, Materials, Minutes**

March 2022 Agenda

Meeting: 03/10/2022

Executive Committee: 6:00 pm - 6:30 pm

Full Board and Committee Chairs: 6:30 pm - 7:30 pm

Secretary: Jim Reiman

Present Members of 13 Total Board Members (need full names): Jim Reiman, Jen Magnuson, John Shelton, Kathryn Wagner, Samantha Behrens, Greg Smith,

Guest Members: Howard Paul, Paul Gomez

Approval of February Minutes of prior meeting: John Motioned, Greg Seconded. No discussion. Approved.

Financial Report Summary

With the 1st installment paid to Wonderful Machine (\$2,500), our account/cash balance is now \$9,182 – no new revenues yet incurred this fiscal year. YTD expenses total \$2,623 for the fiscal year. Other expenses include a new postal box rental (\$116), Meet-Up renewal (\$98), and the usual monthly renewals and incidentals. These are also offset by a reimbursement of \$263 in unused gift cards from Mike's Camera. Here is the direct URL to the Financials folder:

<https://drive.google.com/drive/folders/1JllsE3h9rnKevKG-0uC41o6taA9wgDcy>

Approval of Financials: Greg motioned, Kathryn Seconded. No discussion. Approved.

Additions or deletions to the agenda:

Executive Update	<b>National Chapter Updates:</b> <ul style="list-style-type: none"><li>● Redoing the national website.</li><li>● Rebuilding the membership.</li><li>● Surveying data on membership, looking stronger than the last couple of years.</li><li>● Taking a lot of 3rd party costs inhouse to save money.</li><li>● ASMP Academy is now sponsored by Sony.</li></ul>
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Old Business

**Find a Photographer Update:**

- Update from Kathryn:
  - Over a year's worth of juried Find a Photographer image selections!
  - 1% more traction!
  - Mailings go out on the third Tuesday of every month.
  - Being ahead allows to focus on the results.
  - Before the end of March everything should be set up.
  - Rolling Entry is going to change the urgency factor. We have more "margin" than before.
  - Will reduce time for people to enter between wins from 2 years to 6 months.

Find a Photographer send out was a success in February

- 4% Open Rate
- 3% Click Rate (up 1% from January)
- Top names that interacted were Apple, Minted, Essentia Water, Pearl Izumi, Shimano, Ducati, Pistachio Growers Association, California Table Grape Commission, Carl Zeiss Vision

Additional round of Find a photographer jurying was completed by Maddie with Scream Agency. We now have materials to market FAP into 2023

Please post about Find A Photographer on social media once a month.

HP - Are the FAP emails going out to the membership?

KW - no, it is only going out through Agency Access.

KW - would like to share data with featured photographers via email.

GS - Going out to 5000 art buyers and editors monthly. Selected works only go out for one month.

Upcoming  
Events

**Virtual Assistant's Workshop Update: 4/2/2022 9:30 AM to 4 PM**

- Need help making marketing materials.
- Need help sending information to schools.

**Virtual Headliner Event Update: 5/14/22**

- We need a host for the big event.
  - Jim - Maybe
  - We could possibly do shifts.
  - Rick is trying to get someone from Wonderful Machine to help host.
  - We will take this offline and try to have it down by the end of the month.
- Open tickets on Monday March 14th.
- Waiting for bio information for the website.
- All tickets will be sold through Eventbrite.
- Need a list of members' numbers and emails.
- Will meet with Larry to set it up like we did for the portfolio review.
- Social Media though Howard.
- Need to match marketing materials.
- Rick has gathered logos.
- Bill from Wonderful Machine is going to produce marketing materials.
- Wonderful Machine is not a sponsor of our chapter.

**Next Brews & Business:**

- Next one is coming in August 2022 - possibly in person!

**Next Virtual Coffee:**

- **Date:** Monday, June 13, 2022
- **Time:** 7:30am to 9am
- **Cost:** Free
- **Zoom:** [Please register in advance here](#)
- **More info:** [Coffee Meetup](#)
- **Topic:** Special guest Jack Reznicki will share "Visual Perceptions" in photography. He'll talk about seeing the light, Gestalt Theory, color theory, composition, and other issues concerning how our eyes see and how easy it is to fool our eyes. Jack will start with a brief talk about his history and how he is camera scanning his archives.

Everything for Events will be going through Trello

New Business

- **Trello Training Presentation: Kathryn**
  - Do we need one or multiple boards.
    - KW - suggests keeping one board the rest of the year.
    - Group decided to keep one board.
  - HP - We have Next Up and Upcoming Events which is confusing - perhaps Future Events to reduce the confusion?
    - Howard likes next up.
    - Sam likes the idea of keeping the events in order on one Events tab.
    - Templates are sometimes overwhelming.
    - GS - how do we reach someone?
    - GS - How do we use the template.
    - GS - Using a dates opposed to number of weeks before is more urgent and easier to read.
    - Icon hover states take time to learn.
    - SB - Is there a way to see all of the things you are tagged to?
      - You can select yourself on the card, go to your profile and look at your activities and tags.
      - Perhaps we can start directing people to their profiles.
      - Kathryn is happy to take questions via email.
  
- **Should winners of the monthly photo chat image “contest” be shared on our IG and Li pages as well?**
  - Asked Tom Maddry to see if we need a release. Waiting to hear a response.
  - We could reach out to the winners to request permission.
  - It would be nice to share cross platform.
  - Vote from the board to share winning images on Instagram and LinkedIn *once we receive Tom’s permission. Additionally, we would change the post on the Photo Chat page to add Instagram and LinkedIn.*
    - Samantha Motioned, Kathryn Seconded.

Next Meeting	<b>April 14th, 2022</b>
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NAME/ POSITION	March 2022 Reports - Due Wednesday March 9, 2022
Jen Magnuson/ President	<ul style="list-style-type: none"> <li>● Started translation of pages from website - will make sure it's announced when they're done for a social media post directing folks to check them out.</li> <li>● Haven't gotten confirmation about what we are allowed to purchase as a gift for Katie, sent a follow up email to Tom Maddrey to confirm whether a gift card is disallowed.</li> <li>● Will be taking on newsletter duties until we find a volunteer to take over.</li> <li>● Responded to a volunteer interest form submission only to find out the sad news that the submitter was diagnosed with cancer the day after submitting the form, and is no longer available to help out. - Should we perhaps send a card? I had a nice email conversation with the person and let them know that we were there for them.</li> <li>● Put TJ in touch with someone from Arapahoe Community College who wanted to have someone come speak about ASMP and the benefits of membership.</li> <li>● Working on getting the <a href="mailto:colorado@asmp.org">colorado@asmp.org</a> email to forward to me and Larry instead of Paul Weinrauch.</li> </ul>
Kathryn Wagner/ Vice President	Please add report

John Shelton/  
Treasurer

With the 1st installment paid to Wonderful Machine (\$2,500), our account/cash balance is now \$9,182 – no new revenues yet incurred this fiscal year. YTD expenses total \$2,623 for the fiscal year. Other expenses include a new postal box rental (\$116), Meet-Up renewal (\$98), and the usual monthly renewals and incidentals. These are also offset by a reimbursement of \$263 in unused gift cards from Mike's Camera. Here is the direct URL to the Financials folder:

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Other points:

- ASMP has a new permanent POB (different from last month's report). Our official address is: **ASMP Colorado, POB 974, Lafayette, CO 80026**. I know a box is slightly less convenient, but now Katie's address will hopefully fade away, as we inform ASMP National, vendors, sponsors and government tax authorities of an address they will have to remember to change every year.
- All of the addresses on our six charge cards have been verified and updated where necessary. New cards were sent to Jen and Samantha. Associate card limits are \$100/ATM, \$300/purchases. There are still questions about purchase limits set by the board without approval.
- Per the bank's preference, all issued credit cards will now be sent to the POB. We will ensure the cards are forwarded to the proper party and address.
- Though we have a POB (and Chase does direct our mail there), they require a street address for security, so our official address is 1103 Willow Court, Estes Park, CO 80517 (John Shelton) - to be changed with future treasurers.
- Our periodic report due to the Colorado Department of State has been filed by Tom Maddrey at National, however, we are still awaiting Tom as signatory on the ASMP bank account.

<p>Jim Reiman/ Secretary</p>	<ul style="list-style-type: none"> <li>● Confirmed Steven Beglieter is interested in running a workshop for the Assistant's Workshop.</li> <li>● Talked to RMCAD Photo Faculty about opportunities to participate in the board. Want to know where there is a list that they can see in terms of ASMP Co needs.</li> <li>● Connected Sam and TJ with CTE Program for guest lecture and invitation to the big event.</li> </ul>
<p>Daniel Hirsh/ Newsletter</p>	<p>46% Open Rate (Avg is 39%)  2.8% Click Rate (Avg is 8)  9% Bounce Rate (Avg is 11)  Unsubscribes: 2  Sent to 912  Opened 374</p> <p>Desktop 95%, Mobile 5%. Sent 03/07 at 5:00 pm. Resending 3/15  Please get information to Jen M. for newsletter by 03/26/22.</p> <p style="text-align: center;">23 Clicks. Top clicks:</p> <ol style="list-style-type: none"> <li>1. Wonderful Machine</li> <li>2. Assistant workshop</li> <li>3. Brews and Business with Jimma D.</li> </ol> <ul style="list-style-type: none"> <li>· Good numbers as they will go up on resend on March 15</li> <li>· Jack Reznicki is confirmed for June 13<sup>th</sup> Coffee and the subject is set. See newsletter. He will want to login 15 or 20 minutes early to check sound and light. I'll be in MA but am happy to host or help in any way, make introductions, etc. so it runs smoothly.</li> <li>· Events that don't make the deadlines should be cancelled. It creates unfair pressure on others and they are going to leave.</li> <li>· Need to update link to buy tickets for assistants workshop in next newsletter</li> <li>· Need to update contact list with list from national</li> </ul>



<p>Howard Paul/ Social Media</p>	<ul style="list-style-type: none"> <li>• Firmly have Li, FB and IG in hand and am posting regularly. I monitor several other chapters' IG and FB for their events, and share if they are open to all members</li> <li>• Created new format graphic for Larry Goodwin for use with meetup announcement.</li> <li>• Talked with national about membership and social media chairs, for coordination of posts. They do not exist. Will continue to repost membership appeals from national as they arise.</li> <li>• Awaiting reply from national about our chapter social media (online) release. I need to learn how to access the backend to see who has released what images. Perhaps this notice is already emailed to someone?</li> <li>• Reviewing several social media schedulers. I am leaning towards a new one, recurpost.com, but waiting to get my ASMP debit card problems remedied so I can get a trial subscription (John Shelton can tell you about Chase Bank!)</li> <li>• Planning on this schedule for recurring posts every month (a different week for each): <ul style="list-style-type: none"> <li>o ASMP Legal Clinic</li> <li>o Colorado F-A-P, both as a benefit of membership and reminder to submit images to our ongoing campaign)</li> <li>o Other membership benefits</li> <li>o Testimonials from members (need help obtaining these)</li> <li>o <b>Other suggestions?</b></li> </ul> </li> </ul> <p><b>ACTION ITEM</b>  <b>Should winners of the monthly photo chat image “contest” be shared on our IG and Li pages as well?</b> I have asked national if we would need the creator to complete the online release form for this. Awaiting reply.</p>
<p>Kathryn Wagner/ Marketing</p>	<p>Find a Photographer send out was a success in February</p> <ul style="list-style-type: none"> <li>o 4% Open Rate</li> <li>o 3% Click Rate (up 1% from January)</li> <li>o Top names that interacted were Apple, Minted, Essentia Water, Pearl Izumi, Shimano, Ducati, Pistachio Growers Association, California Table Grape Commission, Carl Ziess Vision</li> </ul> <p>Additional round of Find a photographer jurying was completed by Maddie with Scream Agency. We now have materials to market FAP into 2023</p>

Larry Goodwin/ Meetup & Web	Added Brews & Business, Assistants Workshop and A day with Wonderful Machine to our website and Meetup. Updated the Find a Photographer webpage to state that is a rolling monthly submission.
Rick Souders/ Sponsorship	Working on finalizing all speakers and components of the Day with Wonderful Machine Big Event. They will create a banner that we can use with both logos. We can also record the event. We should do a social media post every week leading up to the event. Scheduling a meeting with Brian Rabin on future Special Events.
Flor Blake/ Membership	Please add report

Samantha Behrens/  
Events

2022 March Events

[2022 Events Calander](#)

Brews

- 3/7/22
  - Jemma Dilag was a success!
  - 36 signed up and 19 attended
  - Want to connect with them again on pricing
- 8/1/22 Next Brews

Coffee

- 6/13
- Virtual
- Jack Reznicki
- Seeing the light

Randy Brown

- 2/24/22
- It was amazing and so informative
- 42 signed up and 32 attended
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Assistants Workshop

Annual Assistants Workshop 9:30 to 4 Saturday, April 2, via Zoom

Please join us April 2 for ASMP's Assistants Workshop 2022. Expect a few changes this year, as we adapt the program to work better in an online format. But don't fear:

- As always, we'll serve up sessions with respected photographers, explaining what they need from assistants in their particular specialties.
- We'll share discussions on budgeting, marketing and pricing yourself as an assistant.
- We will prepare you to grow and succeed as you assist and learn from top professionals.
- Those completing the workshop will receive a certificate

The cost:

Members \$10

Students \$15

Non-Members \$45

Our schedule:

**9:30 to 9:45**

Welcome and introductions.

**9:45 to 10:45**

Panel discussion: What is an assistant, and how should assistants approach their roles?

Paul Gomez/Brews & Coffee	Please add report
TJ Romero/ Education	Please add report
Greg Smith/ Copy Editor and Helpful Guy At Large	<ul style="list-style-type: none"><li>● Working with Samantha on Assistants Workshop.<ul style="list-style-type: none"><li>○ I'll be presenting on cost of doing business</li><li>○ Brainstormed schedule and translated it into a newsletter item and copy for registration.</li></ul></li><li>● Edited key info on website for translation.</li><li>● Copy edited newsletter</li><li>● Edited several other items, several times. We should consider our workflow.</li><li>● Presented on Cost of Doing Business for Photoshelter</li></ul>