

Frank Rocco – Candidate Statement

After two and a half years on the national board, it is time to renew my commitment to the ASMP national board and run for a second term. I think it is more important than ever to get/stay involved with the photographic community. In times when photographers running their own businesses face challenges from multiple fronts, we need to stick together and continue to foster a community of creative business people. Participation is required from both seasoned professionals and from brand new graduates and assistants. While retaining our ongoing relationship with long-time and returning members, ASMP is making new efforts to reach students and assistants and persuading them to be “joiners”.

My positions as Membership Director and President of the New York chapter have given me unique insight into the concerns of both members and potential members. Working with the national board in my first term has given me some insight and influence into pursuing the goal of attracting new members while meeting the needs of our veteran members. ASMP’s marketing of Find a Photographer and Find an Assistant are part of the effort to remain relevant and maintain the position of ASMP as a major resource for creatives seeking photographers.

When asked “Why should I join ASMP?” I usually answer by talking about advocacy and that some people write a check every year just to support the organization that is out there fighting for the rights of photographers; this is one of the most important endeavors of the organization. Some members join to take advantage of benefits and discounts (a very valid reason). Some join for the education and programs, and some just to be listed on Find a Photographer. The most amazing and, by far, the biggest benefit for me is the community. The local community and the national community that ASMP fosters is the greatest resource to our members. To say that you are a member of ASMP means that you are part of an organization started by photographers, in

the interests of photographers and still run by photographers as volunteers. Everyone who has dedicated their time and efforts to the benefit of the entire organization deserves commendations. I know that by promoting the core values of ASMP, elevating ASMP as a whole and by welcoming new talent, the organization can remain relevant for years to come.

I have been a member of ASMP since 2001. On the board of the New York Chapter, I served as the membership chair from 2003 to 2009 and as the president from 2010 to 2015. Since June of 2015 I have served with a great group of fellow photographers on the national board. While on the national board, I have served on the sponsorship and chapter renewal committees.

Endorsements: Stephen Mallon, Bruce Katz, Thomas Werner, Kevin Lock, Steve Whittaker, Kevin Ames, Irene Owsley, Gail Mooney, Thomas Donley