

Professional Photographers of Washington, Inc.
Board of Directors Meeting
Minutes for January 29, 2012
Ellensburg, Washington

Call to order 12:34pm

Members Present: Bonnie Slagle / Rob DiPiazza / Faye Johnson / Cindy Page / Brian Page / Michael Thresher / Mary Thresher / Rob Behm / Ralph Allen / Lance Johnson / Matthew Weston / Anita Weston / Anthony Roslund / Joanne Murray / Jay Murray / Nina Beheim / Mark turner / Rich Breshears

Proxies: JoAnne Murray for Dean Johnson

President's Comments: Bonnie Slagle, AFP - None

Member Concerns: None Reported

Officer Reports

President: Bonnie Slagle AFP – REPORT AS SUBMITTED

Vice President: Rob DiPiazza, FP REPORT AS SUBMITTED

Secretary: Cindy Page, AFP- **Motion #1** – I move to accept the minutes as published for October 10, 2012 Meeting at fall conference. By Rich Breshears; 2nd BY Michael Thresher – Motion Passed
Motion #2 – I move to accept the minutes as read for Oct 18, 2011 BOD Online meeting. By: Nina Beheim, 2nd By Rich Breshears; Motion Passed 1 abstention.
Motion #3 I move to accept the minutes as read for the Oct 27, 2011meeting. By Mark Turner 2nd By Michael Thresher Motion passed. 1 abstention.
ACTION ITEM: Cindy Page to email the minutes for Oct Online meetings to the District Reps.

Treasurer: Faye Johnson, AFP- REPORT AS SUBMITTED

Executive Manager: Gary Jentoft, CPP, Cr.Photog. FP- REPORT AS SUBMITTED

PPA Council: **Rob Behm, CPP, FP;** Matthew Weston, CPP, M.Photog Cr., FP; Sam Gardner, CPP, M. Photog. Cr. FP; Marie Martineau, CCP, Cr.Photog., FP; and Nichelle Price, CPP, AFP. REPORT AS SUBMITTED By Rob Behm

District Representatives Reports:

Central: Gavin D. Seim-REPORT AS SUBMITTED
Columbia: Frank Nichols-AFP, CPP REPORT AS SUBMITTED
Northwest: Mark Turner-REPORT AS SUBMITTED
Olympic: Nina Beheim-REPORT AS SUBMITTED
Pierce: Brian Page-AFP REPORT AS SUBMITTED
Sno-King: Joanne Murray proxy for Dean Johnson, FP-: REPORT AS SUBMITTED
Southeast: Rich Breshears REPORT AS SUBMITTED
Southwest: Kari Blunck, FP REPORT AS SUBMITTED
Spokane: Tony Roslund- New District Rep, Introduced
Yakima: Lance Johnson (temporary) REPORT AS SUBMITTED)-

Committee Reports:

2012 Spring Conference Michael Thresher / REPORT AS SUBMITTED

ACTION ITEM: District Reps or whoever is close; please take a stack of brochures to our signed up Vendors. See Michael.

2012 Fall Conference Vacant

2013 Spring Conference Vacant – Mark Gardner Resigned

Bi-Law Chair: Dean Johnson, FP-NO REPORT

Business & Public Affairs: Gary Jentoft, CPP, Cr.Photog. FP – NO REPORT

Citations: Mary Thresher, AFP REPORT AS SUBMITTED

Motion #4 – I move to allow Mary Thresher to buy the gold bars etc that she needs for conference 2012, and enough extra to avoid the \$50 charge for ordering less than 25 items. – Motion was pass by consensus.

Education Chair: Vacant

Evergreen School: Vacant

Life Member: Ralph Allen – No member chosen for this year. Ralph is following up with Scott Rice. Duties of the Life Chairman need to be clarified.

Motion #5 – I move: In charge of the Life Member Committee. The committee shall consist with 3 Life Members.

Nominations for Life Membership and Honorary Life Membership need to be to the Committee by Dec. 1 so they can be presented to the PPW Board at the Jan meeting for approval Check record to see if the nominee qualifies. Keep in contact with Life Members and Honorary Life Members. JUSTIFICATION: Clarification of Job Description. By Lance Johnson; 2nd by Joanne Murray; Motion Passed.

ACTION ITEM: Secretary needs to get this change made to the OPP.

There was discussion regarding having something put in the Bylaws and or the OPP for Distinguished Service Awards. Right now Mary Thresher has been following what PPA does.

Motion #6 – I move For a PPW member to receive the PPA National award they have had to been awarded the State Distinguished Service Award first. JUSTIFICATION: To: Part of job description Life Member Chairmen. Motion By Lance Johnson; 2nd by Joanne Murray. Joanne Murray also called for the question. Motion Fails.

ACTION TEAM: Ralph Allen, Lance Johnson, & Jay Murray by the April 2012 Board Meeting to do some research and put together some criteria or something that can be presented to the board to put in the OPP regarding all the Distinguished Service Awards. Those awards are The Volunteer Of the Year Award; Washing State Distinguished Service Award; and the PPA Distinguished National Award.

Long Range Planning: Gary Jentoft, CPP, Cr.Photog. FP, Lance Johnson, FP, Michael Thresher, AFP – NO REPORT

Marketing & Branding: Mark Turner, Nina Beheim, Faye Johnson, Gary Jentoft & Bonnie Slagle New website is up and running. Call Faye Johnson for help in navigating the website. Faye wants feedback right now what works, what doesn't work, what is difficult. She can't fix it if she doesn't know what problems we are having

Membership: Valerie Bowlick-Terrell – REPORT AS SUBMITTED

Scholarship: Marie Martineau, CCP, Cr.Photog., FP; REPORT AS SUBMITTED

Student of the Year: Anita Weston, AFP REPORT AS SUBMITTED

The Washington Photographer: Tina Ducker, AFP REPORT AS SUBMITTED

Webmaster: Michael Thresher, AFP – Things are changing so fast on the new website you can't make a report.

OLD BUSINESS:

Website: - We already covered the website under Marketing & Branding..

Update Logo Etc: This item has been tabled.

ESPP Needs Director Rich Breshears has volunteered to be the interim director for ESPP 2012. Rich has been involved with ESPP for a number of years and he knows how it is supposed to work, so we can get a school going for this year.

Motion #7 – I move to appoint Rich Breshears to oversee ESPP. JUSTIFICATION: To keep the school active. By Rob DiPiazza; 2nd By Joanne Murray; Motion Passes.

Rich has a committee who will be helping him, Rob DiPiazza, Nina Beheim, & Linda Bergon will be treasurer,

New Members CD: Nina Beheim and Faye Johnson have made up some sample CD's to give to new members. It contains Bylaws, OPP, Sample Contracts, Sample Model Release Forms, PPW logo and some other information. If you have ideas on things that should be on this CD, please contact them ASAP. They would like to burn these CD's this week. They will eventually put all this information on the Members Only part of the website.

Motion #8 – I move to spend up to \$75 to produce membership CD's. JUSTIFICATION: this motion will help the new member become more involved & provide a benefit. Motion By Faye Johnson; 2nd by Nina Beheim; Motion Passes.

Fall Conference 2012: We do not have a chairman for this conference. Lots of Discussion. Change this from Conference to Seminar.

Motion #13: I move to Suspend Fall Conference for 2012. JUSTIFICATION: Eliminate 2012 Fall Conference. PPW is too small at this point to support 2 big events per year. PROJECTED COSTS: To save cost and effort. Motion By Mark Turner; 2nd By Rob DiPiazza; Motion Fails. More Discussion **ACTION TEAM: Nina Beheim / Joanne Murray / Faye Johnson will work on this and have info for Fall Seminar at the March online meeting.**

Spring Conference 2013: This item has been tabled.

Discussion on future of fall conferences: This item has been tabled.

Approval System for Portfolio's in order to be listed on the website.: This item has been tabled.

Give me \$10 Program – Progress: This has been tabled.

VIP Member Introductory Packet Creation: This is done.

Storage Supplies: Discussion. We are leaving storage as is right now. It's paid in full until the end of 2012.

NEW BUSINESS:

Motion #9 – I move to revise the job descriptions for Membership Chair and Executive Manager in the OPP.

JUSTIFICATION: To give the Membership Chair a direction for taking on the whole membership database management on line and to redefine the Executive Managers job. BREAKDOWN OF PROJECTED COSTS: No change in Expenses.

RESPONSIBILITY/IMPLEMENTATION: Michael Thresher, Keeper of the OPP. EFFECTIVE DATE: Immediately

ACTION ITEM REQUIRES A CHANGE IN BYLAWS:

Section G.5 Membership Chair.

The membership chair works with the Executive Manager, President and Treasurer to communicate with new members.

- Deals with membership's questions regarding joining process
- Connects with new member with phone call and welcome card.
- Presents new members with a new member packet cd
- New Members are assigned to the district closest to their place of business.
- Connects new members with their district rep.
- Membership Chair hosts the New Members event at the annual conference.
- Maintains accurate and up-to-date membership records using the database on website.
- Makes deposits either at bank branch or on virtual terminal
- Financial reports must be submitted to the treasurer no later than the 10th of each month.
- Keeps hard copy records on each member.
- Keeps up to date records for Ask An Expert Program.
- Email communication to past due members
- Greet all members at conference
- Reports to the board regarding membership numbers.

- The Association shall pay:
 - All postage as needed to perform above duties.
 - Telephone business line services, Long distance calls as necessary for business.
 - Office supplies as needed to perform above duties.
 - Printing costs as needed.
- Offices expenses shall be submitted to the treasurer by the 5th of each month and shall be reimbursed by the 10th of each month.
- Notice of termination by the Membership Chair or by the PPW Board shall be a minimum of 90 days.
- The Membership Chair will assist in the transition to a new Membership Chair by promptly surrendering all PPW records. (The following items are being removed from G.17.k ~~New Member Luncheon Chair. The PPW Membership Chair is in charge of the new member's luncheon. * Organize the luncheon schedule with the Conference Chair. * Keep track and compile the list of new members who have joined since the previous educational conference. * Be sure the Registration Chair knows who to present with a New Membership ribbon on their Conference name badge. * Personally invite new members to the luncheon. * MC the luncheon, introducing available PPW officers and board members. * Introduce Citations Chair to talk about merits and degrees. * Announce all new members' names to the rest of the organization present. * If the new member is present have them stand and be acknowledged by the rest of the group. If it hasn't been done already present the new members with their PPW membership certificate. * Introduce PPW Members with a brief explanation about the Mentoring program. * A small gift bag for each one with donated items from vendors is a nice gesture. 29 * Have new members photographed as a group by the Conference photographer.)~~)
- Organizing the New Member's Luncheon or Dinner at Spring Conference
- Coordinate schedule with the Conference Chair.
- Keep track and compile the list of new members who have joined since the previous educational conference.
- Coordinate with Registration Chair with who's to be presented with a New Member ribbon on their conference name badge.
- Personally invite new members to the luncheon or dinner event.
- MC the luncheon, introducing available PPW officers and board members.
- Introduce Citations Chair to talk about merits and degrees.
- Announce all new members' names to the rest of the organization present.
- If the new member is present have them stand and be acknowledged by the rest of the group. If it hasn't been done already present the new member with their PPW membership certificate.
- Introduce PPW Mentors with a brief explanation about the Mentoring program.
- A small gift bag for each one with donated items from vendors is a nice gesture.
- Have new members photographed as a group by the Conference photographer.

I Executive Manager – The Executive Manager is appointed by the Executive board to oversee all aspects of managing the PPW.

- The Executive Manager is an independent contractor responsible for his or her own state and federal taxes.
- Send notice of all Board meetings to the last known email address of each board member one month prior to the date fixed for said meeting.
- Attend all regular meetings of the PPW board unless pre-arranged by the PPW Executive Board.
- This position is non-partisan and has a voice but no vote on the board.
- Prepare and submit a report at each board meeting.
- Compensation shall be determined by the Executive Board.
- The Executive Manager shall be compensated for 2 Hotel nights, 1 lunch and 1 dinner and free registration at the annual PPW education conference and convention.
- The Executive Manager shall receive 1 night accommodation and free registration at the Fall Seminar each year.
- Compensation for travel shall be determined by the Executive Board of the PPW. 35
- Reply to inquiries from the PPW membership and prospective members as necessary.
- Maintain a voice mail and a computer system so as to retrieve and respond to messages that pertain to the Executive Manager's position in a timely manner.
- Reply to inquiries from the PPW Board with reasonable expeditious action.
- ~~Deposit all money submitted to Executive office and send information to PPW Treasurer.~~
- Send statements for PPW membership dues in November of each year.
- Financial reports must be submitted to the treasurer no later than the 10th of each month.
- ~~Authorize payments and/or write checks from any of the PPW checking or savings accounts.~~
- Maintain regular association with representatives of the photographic trade.
- ~~Maintain accurate and up to date membership records.~~
- ~~Maintain the online Directory of the Professional Photographers of Washington, Inc.~~

- Prepare October election material for District Representatives as described in procedures adopted by the PPW Board.
- Maintain historical files.
- The Association shall pay:
 - All postage as needed to perform above duties.
 - Telephone business line services. Long distance calls as necessary for business.
 - Office supplies as needed to perform above duties.
 - Printing costs as needed.,
 - Monthly Internet Service charge.
 - The wage of (\$ Amt. set by PPW board) per month shall be paid by the 10th day of each month.
- The Executive Board of the PPW shall approve all other costs pertinent to the office.
- Executive offices expenses shall be submitted to the treasurer by the 5th of each month and shall be reimbursed by the 10th of each month.
- The contract is subject to an initial six-month performance review.
- Notice of termination by the Executive Manager or by the PPW Board shall be a minimum of 60 days.
- Addendum to these duties to be determined annually by the PPW Executive board.
- The Executive Manager will assist in the transition to a new Executive Manager by promptly surrendering all PPW equipment, archives and records.

Motion By Faye Johnson; 2nd By Lance Johnson; Motion Passes.

Motion #10 – I move: PPW invest in a GOTOMEETING/WEBEX or some type of online meeting facilitative account. **JUSTIFICATION:** To Provide: *an online tool to demonstrate techniques for print preparation or web update. *an online arena for print critique(s) * an online location for meeting(s) (PPW, District, Committee) * an online location for regular round table discussion and exchange * an online classroom for education * Alternative to expensive and weather dependent travel for BOD meetings. **BREAKDOWN OF COSTS:** (See Excel spreadsheet with cost/etc.) **Action Item: Nina will send this to me.** **ADDITIONAL INFORMATION:** Online PPW events would provide a means for non-members to get to know us, measure the potential value (education), rewards, and experience level of the membership. It would be safe environment for prospective members to come to know us, allowing anonymity. Additional, this would provide a more “green” solution, preventing costly and potentially dangerous travel (weather). Motion By: Nina Beheim; 2nd By Rob DiPiazza; Lots of discussion. Nina withdraws her motion. She will rewrite this & bring it back to the board at a later meeting.

Motion #11 – I move: PPW vote to allow a bi-weekly or monthly MAIL CHIMP email to members. **JUSTIFICATION:** *Communicate updates from committees/what’s going on in PPW * Communication local events/attractions of interest (Business and/or photographic) * Communicate Industry News * Share PPW member “stuff” (e.g. senior portrait or wedding they’re proud of) * Current Events * Non-PPW members could subscribe – an additional way to reach the public * More light hearted and fun information. **BREAKDOWN OF COSTS:** Mail Chimp is a free online service. (up to 12k emails per mo w/no cost) I (NINA BEHEIM) volunteer to gather information, assemble and distribute the newsletter. **ADDITIONAL INFORMATION:** This is yet another modern way of reaching out to non-members. Including a link on the home page will invite the public to sign up for our email blast/newsletter to see what we’re about. It’s a way to make sure other members don’t miss exciting events or information. It is casual, not intended to compete with Gary or the Quarterly WASHINGTON REPORTER. Mail Chimp offers a colorful, fun, easy layout allowing a quick assembly. This does not have to be the Wall Street Journal – it is intended to be more of a fun, lighthearted way to reach PPW members with items of interest. Quite possibly we might find our vendors interested in publishing a small coupon in these as a member benefit... Additional, a great way to remind folks of events without spamming the inbox, or alert members to new events they may miss by not constantly going to the PPW..ORG page and looking at the calendar each week. The sample I created was done in 3 min. Motion By Nina Beheim; 2nd By Rob DiPiazza; Motion Carries.

Motion #12 – I move to present the following changes to the Bylaws for the Membership Meeting at the Spring Conference. **JUSTIFICATION:** To bring the Bylaws up to date for modern times of having online membership program. Not necessary to fill out Official paper Membership Application Form if membership sign up online. **PPW Bylaws Section 2 Applications for Membership:** Anyone interested in becoming a member of the Professional Photographers of Washington, Inc. may do so by submitting a written (application form or online registration) ~~and signed application, on a form~~ approved by the Board of Directors, submitted to Professional Photographers of Washington, Inc. managing office. Membership will commence once all fees and dues have been received. Motion By Faye Johnson; 2nd By Michael Thresher; Motion Passes

BOD Positions to be filled – Secretary and VP: We need a nominating committee to find these two positions. For Vice President there are certain criteria per the OPP and Bylaws. Per the OPP the committee has to consist of the Past President, and the persons exiting that position. **Nominating Committee is Michael Thresher / Rob DiPiazza / Cindy Page.**

Committee Chair to be filled – Citations: This is an appointed position by the President.

Combining Districts – Columbia back to SW: This item has been tabled until April Mtg.

District Reps...inactivity, positions need to be filled etc: This item has been tabled.

What to do about the Pro-Monday classes: This item has been tabled.

Membership Classification: Rob DiPiazza brought up PPW use to have a Studio Membership. Tony might have a studio that wants to join. It used to be 5 people, 1 Primary Member / 1 Secondary Member / 3 employees. The primary and secondary members can vote, the employees can enter print competition and earn degrees but they could not vote. We need to be thinking about this for the next meeting. **ACTION ITEM: Joanne & Jay Murray to jot these ideas down and e-mail them to Rob DiPiazza.**

NEXT BOARD MEETING –

ACTION ITEM: Online Board of Directors meeting on March 1st, 2012 at 7:00pm.

And another at Spring Conference in Olympia, WA

Adjourn: 4:00pm