



NORTH AMERICAN NATURE PHOTOGRAPHY ASSOCIATION

Committed to Photography of Our Environment

10200 West 44th Avenue, #304 • Wheat Ridge, CO 80033 • 303-422-8527 • 303-422-8894

MINUTES

NANPA Board of Directors Meeting

January 16, 2007

Wyndham Palm Springs Resort ♦ Palm Springs, California

Attending: Officers: Al Sieg, President presiding; Kathy Adams Clark, President-elect; Darrell Gulin, Past President; Sharon Cohen-Powers, Treasurer; Board members: Susan Day (teleconference), Richard Halperin, Susan McElhinney, Efraín Padró, and Lynda Richardson. Jane Kinne for John Nuhn, ex-officio liaison to the NANPA Foundation Board. Staff: Francine Butler, Executive Director, and David Stumph. Guests: Nancy Carrizales and Alison Jones, incoming Board members, and Elizabeth Kimes, Summit Chair.

Not attending: Tom Blagden and John Nuhn.

The meeting was called to order at 8:15 am. A quorum was present.

- **Call to Order and Welcome – Al Sieg**

Al Sieg welcomed everyone to Palm Springs and welcomed the newly elected board members Nancy Carrizales and Alison Jones. He reported that John Nuhn is delayed. Jane Kinne will sit in for John. Al thanked staff for sending the Board packet early.

- **Consent Calendar**

- A. Minutes of July 21-22, 2006 meeting**

The minutes had been approved by an email vote.

- B. Ethics Committee**

The report was accepted for filing.

- C. History Committee**

Nature Photography Day will be June 15, 2007. The report was accepted for filing.

- D. Nominations Committee**

Al Sieg announced that Larry Richardson is the new chair of the nominating committee. The Board suggested that if the committee offers a contested slate, then there should be no more than two names for each open position, if possible. The Board noted for the record that it was not their intent to select names from a slate presented by the committee. The Board asked for complete biographical material and rationale for the choices to accompany the slate.

Al reported that David Murray has resigned. The Board discussed a replacement to complete his unexpired term. The Executive Committee recommends that Tom Blagden be invited to serve the remaining year in David's term.

MSC to invite Tom Blagden to complete the remaining year of David Murray's term on the Board.

Richard Halperin was charged to contact Tom. It was agreed that if Tom says no, the term would remain vacant.

- E. Publications and Products**

The Board discussed the products committee procedures.

MSC to amend the charge of the products committee such that the committee will select the products and staff will implement the ordering and buying procedure.

This action will be conveyed to the chair by the Board liaison.

- F. Youth Action**

The Board discussed whether this task force should become a regular committee or be disbanded. It was felt the activity of the group justified continued Board recognition.



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MSC to continue Youth Action as a regular committee.

G. Committee List

New Board liaison assignments need to be made for the 2007-2008 year. Kathy Adams Clark asked the Board members to consider 2-3 committees they want to work with.

• **President's Report – Al Sieg**

Al Sieg noted that membership and finances are in a better position than they have ever been. This year's Summit is successful. We produced a second, visually rich Journal. Four Road Shows and two regional events were offered. Our involvement with the Imagery Alliance allows an avenue for advocacy. And the joint meeting with the NANPA Foundation has enhanced our mutual relationship. Al complimented the Board, the committees and all who have contributed to NANPA's success. The Board acknowledged Al's work on behalf of NANPA.

I. Executive Director's Report – Francine Butler

Francine Butler presented an overview of activity since the last Board meeting. She reported on progress with the Imagery Alliance and noted there will be another meeting in Washington, DC on January 29. The Board discussed whether NANPA should continue to participate. It was felt that NANPA should have a presence in the Alliance.

MSC to name Francine Butler as the official NANPA representative to the Imagery Alliance January 29 meeting and authorize her to attend that meeting.

Francine introduced Lina Dennison, NANPA's new meeting planner to the Board. The Summit continues to grow with new events every year. The Summit needs to be seen as a series of events within an eight-day span as opposed to one single function.

Plans for four Road Shows are in place and the Road Show brochure is prepared and in member packets. A proposal to hold the 2009 Summit in Albuquerque is under consideration.

Francine noted that membership is at a record high and will reach 3,000 within the next month or so. She also presented updates from the membership, meetings and communications departments.

• **Finance – Sharon Cohen-Powers**

A. Current Status

Sharon Cohen Powers updated the Board on the financial status. The net from the close of 2006-06 will be added to reserves. Planning will need to be considered regarding the disposition of reserve funds. It may be possible to earmark funds for specific projects.

MSC to form a task force to review and/or develop financial strategies. Members shall be Sharon Cohen-Powers, chair plus Richard Halperin, Kathy Adams Clark, Tom Carlisle and Francine Butler.

B. Annual CPA Review

The CPA review for 2005-06 by the firm of Shanks, Stumm, Hollis and Hammerland, P.C., was presented.

MSC to approve the CPA annual financial review for filing.

• **Committee Reports**

A. Awards – Alison Jones for Tom Blagden

Alison Jones presented her report to the Board. The committee has created a form to be used in providing suggested award nominees and asked the Board to complete the form to aid the committee in finding proper candidates. She noted that the committee felt the Board Service Recognition Award overlaps an existing award. A solution would be to expand the NANPA service award so that there is more than one presented or to change the name of the award to Board Recognition without the term "award."



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She also suggested several ways to get further PR for the award recipients, including: adding an acknowledgement of the Photographer of the Year and Lifetime Achievement Awardees on the NANPA website with a link to their websites and including an article in *Currents* about the award recipients.

Alison raised a question about the Board policy that awards should only go to NANPA members. The committee does not necessarily agree with the policy. Al Sieg noted that if there were two candidates, preference should be given to the NANPA member. The Board agreed that their policy would be that the list of awardees should include at least some member candidates. The Committee's rationale is that if the recipient is not a member, they are likely to become a member.

Regarding the Community Recognition Award, the Ethics and the Environment Committees would be consulted. The Awards Committee would make the final selection.

The committee was charged to make a recommendation regarding the naming of the Board Recognition Award and suggestions for PR for the awards program.

Alison noted that the proposed ILCP award is on hold.

B. Communications (Print)

Sharon Cohen Powers presented a copy of the 2007 journal. The printer dropped all hyphens and a \$2,000 credit was given on the printing bill. The sale price for extra copies to members is \$15. Sponsorship was lacking this year. The plan is for NANPA to produce another journal in 2008.

Sharon discussed converting *Currents* to a quarterly magazine format in 2007. It would include feature articles, photographs and portfolios. Authors and photographers would be paid for submissions. Subscriptions would be made available to nonmembers. A proposal will be forthcoming at the July Board meeting.

C. Communications Committee (Web)

Sharon Cohen-Powers reported that web editor John Lock is proposing a redesign of the current website. It has become complex and navigation is difficult.

MSC to request a proposal from John Lock in July for a redesign of the NANPA website.

Sharon reminded the Board that the logo redesign project approved at the last Board meeting had not yielded an acceptable new design. Thus, the project was placed on hold. It was suggested that it would be meaningful to introduce the logo at the 15th anniversary meeting. Nancy Carrizales noted that a survey of the Board could be conducted to collect their ideas on the need for and the elements of a new logo. It was agreed to have the Board complete a logo survey within the next month.

The Board discussed asking Cindy Svec to submit new logo designs based in feedback to the survey.

MSC to ask Cindy Svec of Relevant Arts to prepare a new logo for NANPA to be appropriate for unveiling at the 15th Anniversary Summit.

D. Development

David Stumph updated the Board on progress on the development committee projects. He noted that B & H had agreed to do a major email promotion for our events. *Nature's Best* again will be a sponsor of the Road Shows. Display material for the promotional/traveling booth is being developed.

In dealing with one of the vendors it became apparent that there may be entities who would like to sponsor something but who are not corporate members. There is no current way to recognize them and extend any benefits to them. Thus a new category of recognition is proposed, called a Benefactor level. This is not a membership level but comes with certain member recognition benefits.

MSC to create a new sponsor category entitled Benefactor to companies who



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provide at least \$5,000 in products or services to NANPA and who shall receive benefits from NANPA on par with the Gold level membership. This level shall be conferred to *Nature's Best* magazine.

E. Education

Within NANPA every committee needs to address, education, environment, ethics in their operations. There has been no activity in the education committee for at least two years.

MSC to deactivate/sunset the education committee.

The question was raised as to whether other committees should be deactivated. A review of all committees and their functions needs to be done. This will be done so as to apply to Richard Halperin's term as President (2008-2009).

F. Membership

The membership committee suggests adding a searchable database for members by interest areas. The Board was supportive of the request and Efraín Padró, Board liaison, will ask the committee to prepare a list of specific categories. Francine noted that there might be some programming costs. Staff will get a bid after receiving the list.

MSC to direct the membership committee to develop interest categories to be added to the member database and to direct staff to acquire cost data for a searchable database by areas of interest.

G. Resource Relations

Efraín Padró reported on a letter sent to the US Parks Service regarding controlled burns in the Teton National Park asking them to reconsider the timing of their burns.

The committee has asked for help in informing the membership on the actions of the committee. One idea, which will be forwarded to the Summit chair, is to have tables at some Summit luncheons designated for different committees so that the chairs can acquaint potential volunteers with the committees' activities.

H. Road Shows

Four Road Shows were offered in 2006. The Board expressed thanks to Kathy Adams Clark and Darrell Gulin for their efforts in organizing the 2006 Road Shows. They are designed to attract a regional audience and serve those who cannot attend a Summit. The program for 2007 includes Washington, DC, St. Louis, Vancouver, BC, and Denver. A brochure has been prepared and is in the packets of the Summit attendees.

I. Summit

Elizabeth Kimes, chair of the Summit committee presented the report. She commended her committee for doing an excellent job. Jamie Davidson and Steve Spill stepped up to oversee the exhibitor drive for the Summit. Canon provided sponsorship to keynote speakers both this year and plan to do so next year. Field trips are sold out for this year. Two new co-chairs are needed for the portfolio reviews. For 2008, she is seeking a program chair and she reported that for the 2008 Summit the Fine Arts show would be held in a gallery. She is also seeking a volunteer from Florida for field trips.

A proposal is pending in Albuquerque for 2009 and a back up plan if Albuquerque does not work out will be to explore Phoenix or other sites.

The question of holding a future meeting at a more "photographically exotic" site such as Puerto Rico or Hawaii was discussed. It would be necessary to plan this far enough in advance (2010 or 2011) to give members time to plan and also to survey the members to see if there is sufficient interest to host such a Summit.

The board commended Beth for her work in producing the Summit. The Board discussed the concept of "simplifying the Summit." Evaluations from attendees show they like all the events.



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Alternately, the events continue to expand and costs and effort increase. Survey data show that those who attend enjoy what is offered and those who do not attend do so because of cost or timing issues. After considerable discussion as to whether a review of the Summit programs needs to be undertaken versus the feeling that nothing is broken and therefore the Summit should be left as is, the Board voted to name a task force to further explore the components of the Summit.

MSC to establish a Task Force to examine the structure and format of the Summit and make any recommendations for change. Members of the task force are Kathy Adams Clark, chair and Nancy Carrizales, Francine Butler and Lina Dennison.

VII. Other Committees/Task Forces

A. Environment

The report was accepted for filing. Thanks were extended to Tom Carlisle for his efforts.

B. International

Susan McElhinney announced that Helen Gilks from the UK would serve as chair. Committee members are needed.

MSC to name Helen Gilks chair of the International Committee. [Note: Since the meeting staff received an email from Susan McElhinney that Michael Eva is going to be the chair of the International Committee and that Helen Gilks will be "his UK volunteer" since she is not a member of NANPA. He will need to be approved by the Board.]

C. Regional Events

Kathy Adams Clark presented the report from Chair Suzan Brand. Kathy recommended that, as this committee's responsibilities increase, a co-chair is needed. Bruce Haley was suggested.

MSC to approve Bruce Haley as a co-chair.

Regional events are focused on shooting and draw from a regional area. Recognition is given to local pros and are not designed to be in places where well known pros conduct their workshops.

Two proposals for regional events in the fall of 2007 were submitted--Chincoteague, VA and Inlet, NY. The Board felt one event was sufficient for 2007. The committee should be asked to make the selection.

MSC to approve offering one regional event in 2007 and to ask the committee to select one of the two proposed locations.

The committee had also discussed offering a regional event in Florida. The Board directed the committee not to move forward with a Florida event.

D. Student Intern Website Project

Richard Halperin reported that no action has been taken on the student intern project discussed at the July Board meeting. In review, there was not enough information to move forward. The project will be referred back to the individual who submitted the request and he will be asked to submit a full proposal.

E. Chapter/Regions Task Force

Lynda Richardson reported that a method, which does not require a committee or volunteer efforts to help find members seeking other members with similar interests, is needed. The task force suggested increased use of message boards. They also support developing a searchable interests code to be added to the individual member data record.

F. Travel Insurance Task Force

The status of the program was reviewed. The need exists and such a program would not conflict with any offered or used by tour directors.



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MSC to charge staff to proceed with developing a program to offer travel insurance products with Kevin O'Neill's company and to collect information on other insurance options they offer which might be of interest to NANPA.

VIII. NANPA Issues Discussion

Sharon Cohen Powers introduced the concept of converting *Currents* to a quarterly four-color magazine. The Board was receptive to this idea.

MSC to change *Currents* to a quarterly publication in the format of a magazine and let the organizational news reside on the web and through blast email.

Sharon noted an editor for the NANPA news would be needed. Sharon will prepare a proposal for the magazine format for *Currents* for inclusion in the Board packet for the summer Board meeting.

IX. Incoming President Clark's Remarks

Kathy thanked the group for electing her to this position. She introduced the concept that NANPA programs and projects need a review with respect to the need and the benefit of the program. Several programs were started as pilot projects and have been automatically continued. Several programs seek sponsors and overlap with other activities. As such the "owner" or developer of several existing programs and all new programs will be asked to complete a project description form. The forms for existing programs will be due on March 15. The Executive Committee will review them and make a recommendation to the full Board for adoption.

MSC to adopt a policy for all programs proposed or in progress that the committees/owners are to submit a program description form by March 15. The Board will provide its response by April 15 for programs to be enacted in 2008.

Kathy will contact the current group of program owners including Road Show, Journal, Environmental event, Fine arts show, Showcase, and ask them to complete the program description form. In the future, the board will review new programs no later than their second year.

X. Board Nominations and Elections

A. President-elect

The board welcomed Richard Halperin, who was elected to serve as President-elect at the July Board meeting.

B. Treasurer

MSC to elect Sharon Cohen-Powers to serve as treasurer.

C. At-large member of the Executive Committee

MSC to elect Susan Day to serve as Board Member at-large to the Executive Committee.

D. Sole voting member of NANPA of the Foundation

MSC to elect Richard Halperin as the sole voting member of NANPA to the NANPA Foundation.

E. Board Liaisons

Awards - Alison Jones

College Scholarship - Alison Jones

Communications - Sharon Cohen-Powers

Development/Marketing - Lynda Richardson

Environment - Susan McIlhenney

Ethics - Efraín Padró

Finance - Sharon Cohen-Powers

High School Scholarship - Susan Day



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History - Lynda Richardson
International - Susan McElhinney
Membership - Alison Jones
Nominations/Elections - Susan McElhinney/Efraín Padró
Publications/Products - Nancy Carrizales
Refuge Blinds - Lynda Richardson
Regional Events - Nancy Carrizales
Resource Relations - Efraín Padró
Summit - Nancy Carrizales
Youth Action - Susan Day

- F. Review of the Task Forces
1. Student/Intern Website: This task force will not be needed until and if a complete proposal is submitted.
 2. Chapters/Regions: Work completed.
 3. Print Collection: Work completed.
 4. Travel Insurance: Work completed
 5. Photo Image Library: Work completed
 6. Plus Coalition: Efraín Padró and Susan Day will continue to keep the Board apprised of activity.

XI. NANPA Board and Foundation Trustees Joint Meeting

- A. College Program
Alice Robertson noted that the program is going well. There are two students this year from Mexico. The goal is to incorporate the college students more into the NANPA program and still give them opportunities for networking among themselves. Some past scholarship students are in attendance at the Summit.
- B. High School Scholarship Program
Apple agreed to provide workstations for the High School student program. There was a concern about the student presentation time, which needs to be Saturday afternoon so that the students can be better prepared.
- C. Refuge Blind Program
Jane Kinne reported that there are now 36 blinds. Kathy Adams Clark noted that photos are needed from the blinds. Kathy suggested that a call for photos be disseminated to the membership. It was suggested that there be a contest or perhaps a showcase category for photos taken from NANPA blinds. This idea will be conveyed to the Showcase organizer. Jane noted that future funding would come from regions as the National Wildlife Refuge system is being reorganized.
- D. NANPA Foundation Board 2007 Vacancies
Two board members, Rob Sheppard and Alice Robertson, have completed their current term. Both have been invited to stay on the board for another term (which is an option provided for in the Foundation bylaws). Both accepted the invitation.

NANPA Board Action: MSC to approve Rob Sheppard and Alice Robertson to serve another term on the Foundation Board.

XI. Next Board Meeting – July 13-14, 2007 – Denver, Colorado

XII. Adjourn