



2023

Year End Meeting

Agenda

- Brief Club Event Update & Overview (Jeff)
- Membership, Mentoring & Members' Survey (John B)
- Social Media Update (John B)
- Treasurer's Report (John N)
- Field Trips Update (Dawn)
- Overnight Field Trips Update (Claudia)
- Workshops & Presentations Update (Lisa)
- Social Events Update (Mary)
- Exhibits Update (Mary)
- Newsletter Update (Cindy)
- PSA Update (Greg)
- Competition Results & Prizes (Jason)
- Membership Questions, Comments & Suggestions

Introductions & Meeting Roles

Your Board:

Jeff Clay (Board Chair, Officer, Exhibits Director)

John Nellist (Treasurer & Officer)

Claudia O'Grady (Secretary, Officer, Over-Night Field Trips Director)

Jason Hutchison (Competitions Director)

Cindy Costa (Newsletter Director & Editor)

Lisa Thompson (Workshops/Presentations Director)

Dawn Griffith (Day Field Trips Director)

Mary Whitesides (Social Events Director)

John Ballard (Membership & Mentoring Director)

Greg Smith (PSA Director)

Ex Officio:

Social Media Coordinator: Randy Gerdes

60,000' view

37 events from Aug 2022 to Aug 2023

6 Workshops

6 Presentations

7 Shutter Up Socials

5 Competition Meetings

1 Exhibit

11 Day Field Trips

2 Overnight Field Trips

1 On Assignment

711 Registrations (including for near-future events)

Numerous website improvements and changes based on feedback from PSA

MENTORING & MEMBERSHIP

John Ballard

Mentoring

- Continues to be a small but worthwhile program.
- Increased use can benefit new & novice members.

Membership

- In the past year the Club's membership numbers are down 2%.

August 2021 = 161 Members

August 2022 = 182 Members

August 2023 = 178 Members

Membership Directory

- Excellent participation rate - 148 members have signed up
- Use directory to contact like-minded photographers or to meet new friends.

SOCIAL MEDIA USE

Randy Gerdes (John Ballard)

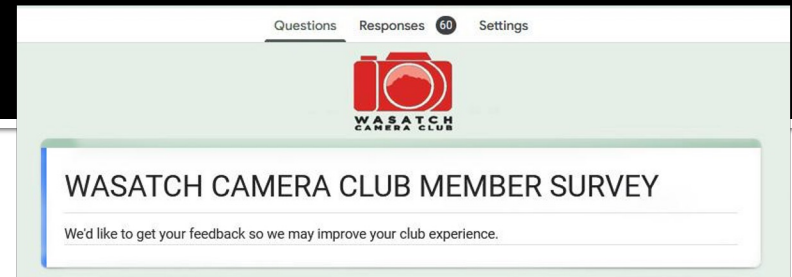
Goal of 1 post per week on both IG & FB
In 21 wks, 21 posts to IG, 26 posts to FB
Instagram primarily for member photos
Facebook primarily for news, events, honors
and recognition

	Facebook		Instagram	
	Followers / Impressions		Followers / Impressions	
April '23	1172	303	1619	364
July '23	1153	314	1932	636

Open to feedback and suggestions

MEMBER SURVEY

John Ballard



First survey in four years.

60 responses, 35% of the membership.

Thanks for all the positive and constructive feedback

A few interesting basic numbers -

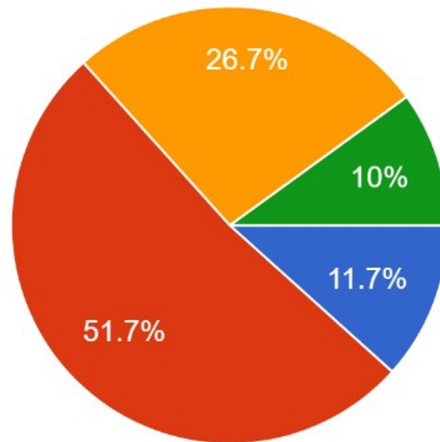
- Age – 2% under 35, 75% over 55
- How long have you been a member - 27% for less than a year
- Volunteering - 45% said YES; I'll be contacting you

MEMBER SURVEY

John Ballard

How often do you attend a club event - either online or in person?

60 responses



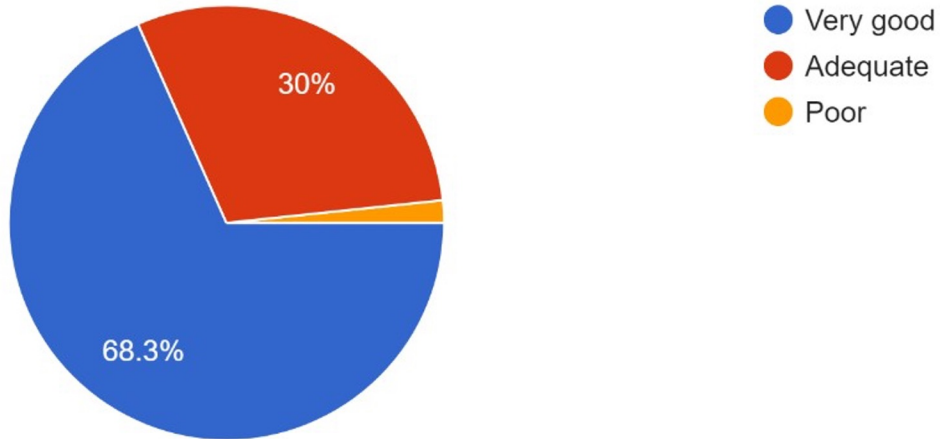
- Once a month or more often.
- Three to eleven times a year.
- Once or twice a year.
- Never or almost never

MEMBER SURVEY

John Ballard

Workshops, Presentations, Education - Are we doing a good job?

60 responses

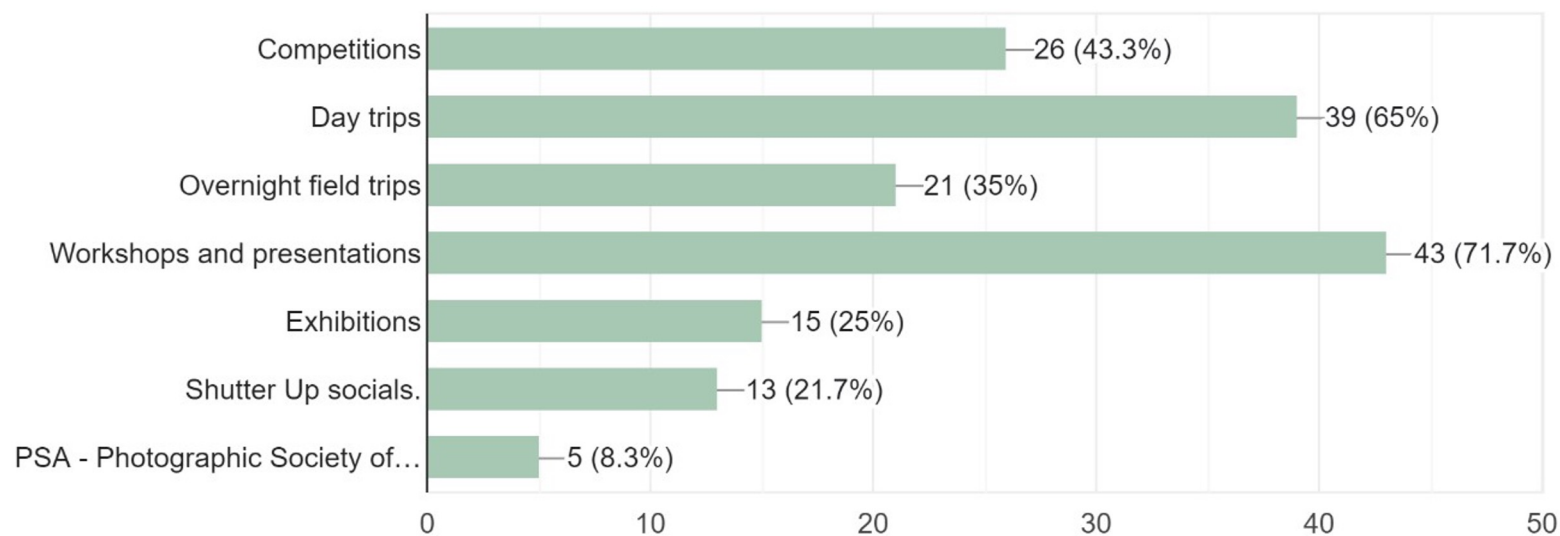


MEMBER SURVEY

John Ballard

What are the club activities that you like most or in which you participate most? Check up to three categories.

60 responses

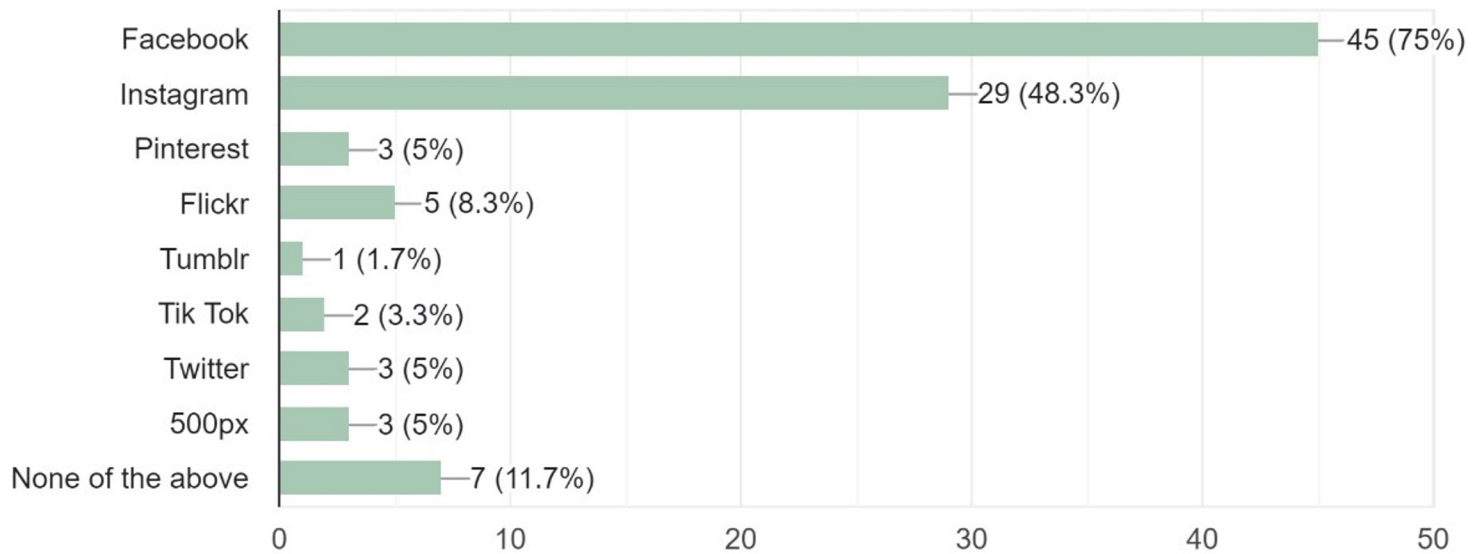


MEMBER SURVEY

John Ballard

What social media do you use? Check up to three.

60 responses



MEMBER SURVEY

John Ballard

SURVEY TAKEAWAYS

Pay more attention to the needs of novice and new members.

- Basic tutorials, mentoring, field trip assistance...

Facilitate sharing among members

- Day trip invites, surplus gear, news of interest...

Implement members' suggestions for day trip locations, exhibit subjects & locations, helpful tutorial/lecture subjects

Increase member participation

- New event content & locations
- Better communication

MEMBER SURVEY

John Ballard

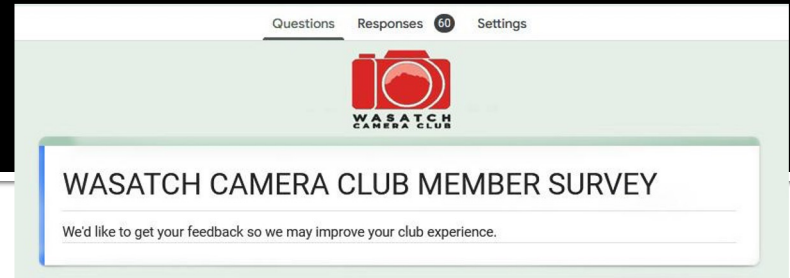
CONCLUSIONS

Survey Comments & Data help the Board know membership better and continue to improve the club.

- I am only a part-time resident of the area, and I live in Park City, but I think WCC is a good club, and I enjoy the activities in which I participate.
- My personal problem is proximity to events, gatherings, activities. I'm in Layton and limited on time. I've only made it to three get togethers and loved each one.
- Bring back the Spring conference at the SLCC
- I don't feel like I can complain. You do a great job. It keeps me motivated in my hobby!
- Distance to SLC is a barrier so please keep some activities online.
- Offer mentoring; info way over my head. But I realize it's challenging to present info to members with varying skill and knowledge levels.
- Should make an effort to meet and greet new members. Jason at competitions asks who is new, but no one speaks to them in many cases I've observed.....

MEMBER SURVEY

John Ballard



FOLLOW UP

Increase engagement with the 37% of members who rarely participate

Do more surveys in future on specific topics - such as volunteering or competitions

A summary of the survey findings is posted on the website and I encourage you to take a look. It can be found under MEMBER MENU after you log in.

Treasurer's Report for Fiscal Year August 1st, 2022 to July 31st, 2023

John Nellist



Current fiscal year is stated in **red**, with the prior year comparison

	FY 22-23	FY 21-22
<u>Income</u>		
Membership	\$8,650	\$8,850
Events	\$2,089	\$2,299
Donations	\$280	\$495
Total	\$11,019	\$11,644
<u>Expenses</u>		
Credit card processing	\$389	\$409
Operational	\$2,011	\$1,653
Events	\$2,509	\$2,461
Competitions	\$1,650	\$1,440
Website Hosting & Support	\$1,500	\$1,350
Website Fixes	\$1,028	\$500
Immigration Attorney	-\$960	\$1,500
Total	\$8,127	\$9,313

Notes

1. At the year end the club's cash reserve is strong and should cover any short term emergencies (e.g. website corruption, broken projector etc.).
2. It is assumed that the IRS cases against the WCC Corporation for tax violations that were committed in years 2013, 2014, 2015, 2016, 2017 and 2018 has now been closed.

Cash on hand at end of year on 7/31/23 is \$15,301

Day Field Trips

Dawn Griffith

Recap of Field Trips

Late 2022

August 27th

Astrophotography on Antelope Island

October 1st

The Art and Science of Light Painting

October 8th

Fall Foliage at Snowbasin

2023

January 21st

Utah Lake Ice Formations Cancelled

Due to Weather

February 4th

Bald Eagles and other Birds of Prey

March 11th

Antelope Island Wildlife Search and Shoot

April 15th

Krishna Temple Private Tour

May 5th

Golden Hour, Blue Hour, Sunset, Full

Moon

Cancelled Due to Weather Rescheduled for July 3rd

June 17th

Macrophotography Day at Conservation Garden

August 12th

Astrophotography on Antelope Island



Day Field Trips

Dawn Griffith

2023 Upcoming Field Trips

October 7th

Hawk Watch at Commissary Ridge

Oct/Nov (TBD)

Light Painting

Dec (TBD)

Ice Ice Baby – Photographing Ice and Ice

Formations

OVERNIGHT FIELD TRIPS

Claudia O'Grady

December, 2022: Death Valley NP

- 17 participants, based in Stovepipe Wells
- Photographed locations such as Zabrisky Point, 20 Mule Team Canyon, Panamint Valley, Marble Canyon, Cottonball Basin, Badwater Basin

May, 2022: New York City

- 6 participants, based in Times Square
- Photographed the Oculus, High Line, Central Park, Times Square, Chinatown, Brooklyn Promenade, Williamsburg, SoHo
- Half day street photography workshop with Jame Maher

OVERNIGHT FIELD TRIPS

Claudia O'Grady

Coming up:

September 28 - October 2

Fall Foliage in Southern Colorado, San Juan Mountains, Colorado

- Led by club members, Paul and Marie Hodges
- 18 members signed up so far

February 2-13, 2024

Winter Photo Tour in Iceland

- Led by Jeff Swinger, www.swingmanphoto.com

Where would you like to go?

Do you have familiarity with a destination, and could you help organize a trip?

Please contact Claudia O'Grady if you have ideas and wish to help!

Workshops & Presentations

Lisa Thompson

Workshops, Presentations and On Assignment

There have been a variety of offerings; some online and some in person, including:

- ❖ How to use the Photopills app
- ❖ Learning how to print your photos at home or in a lab
- ❖ Learning the best practice for safeguarding your digital images
- ❖ Masking techniques in Lightroom
- ❖ Macro Photography
- ❖ On Assignment - an activity where the member is offered a broad topic and then shares their interpretation with other members
- ❖ Several club member trip presentations - are you ready to share yours?
- ❖ Upcoming events include Hawkwatch field trip in September- watch website and check your emails for details

Regularly check the website for new content including blog entries, competition entries, member images and postings of upcoming events!



MATT D. IMAGERY

Workshops & Presentations

Lisa Thompson

Many of the workshops and presentations were suggestions from members and always welcome. If you have an idea or would like to put on or help with a workshop, please contact me after the meeting or anytime by email at workshops@wasatchcameraclub.com

Shutter Up Social Events Update

Mary Whitesides

Shutter Up Social was created as a meet and greet for our fellow photographers. It is intended to provide an opportunity to get to know one another and celebrate photos taken according to a theme. Each social is assigned a topic and shared through a zoom get together. Our meetings have been inspirational, sparking new ways of looking at the same subject.

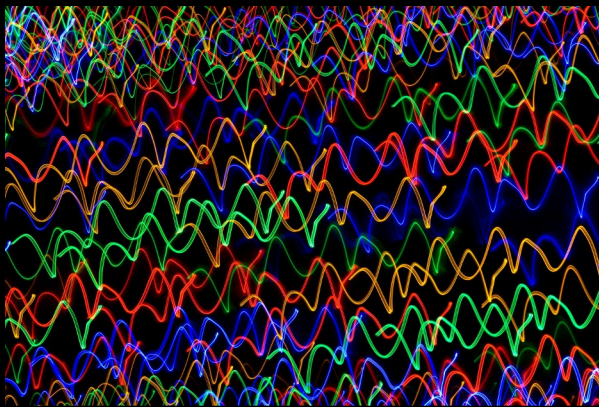
Throughout the year we presented topics we love photographing like: animals, shadows, festivals, rust dust and smoke and skies.

One of the most popular - Show Us Your Best - was especially interesting highlighting each photographers' favorite subject.

Last month's social: Birds Of A Feather gave us a look at the varied species of our feathered friends and the professional way in which they were captured. Birds Of a Feather has inspired a possible exhibit called: Things With Wings.

In September the theme is ROUND. Everything round from balls, marbles, bowls, fruit, flowers, the moon and so many other subjects that capture the creative mind. We will continue the zoom Shutter Up Socials in the coming year and invite our Wasatch Camera Club members far and wide to join us.

In the works: an in-person Shutter Up Social will be announced.



Exhibits Update

Mary Whitesides

See exhibits at <https://wasatchcameraclub.smugmug.com/Exhibits>

Wasatch Camera Club has been pleased to provide venues to exhibit our members photographs. Getting our work out in such a professional way has increased the public's knowledge and appreciation for the talent in our organization. Each exhibit is an inspiration not only to the public but to budding photographers. Our vision for each exhibit is to raise a conscious appreciation of each subject shown.

Red Butte Gardens hosted an exhibit of botanicals last year in which our photographers provided a plethora of florals. It was a glowing presentation that attracted a crowd of admirers and buyers.

Another great venue for our exhibits, Utah Cultural Celebration Center has been so pleased with our presentations that they have hosted a number of exhibits for our club. This year's theme was: Global Joy.

We look forward to our upcoming Transportation themed exhibit to be hung at the Ogden Train Station, October 2 and through November 1.

We are in the early planning stages for up to three exhibits in 2024.



Newsletter

Cindy Costa



Schedule/distribution

Quarterly (end of March, June, September, December)
Sent via email and posted to WCC website

New featured topics

One Picture Story
Did You Know?
News You Can Use

2023 PSA Newsletter Competition

March 2023 edition entered - results not yet announced

Content needed – articles/content for featured topics



PSA

Greg Smith

About:

PSA arose from the 1934 reorganization of the Associated Camera Clubs of America. Now with members from over 60 countries it provides education and promotes the art and science of photography through courses, competitions, and exhibitions in their 6 distinct photographic divisions. For more info see WCC website (Activities>PSA)

Newsletter Contest: After last year's 1st Place award we are going for a repeat!

Website Contest: Hoping to improve on last year's Honorable Mention.

Image Analysis Workshop:

Repeating November 13, 2023. Learn how to judge/critique an image politely.



PSA

Greg Smith

2023 PSA Photo Festival:

Williamsburg, VA September 27-30 (tours 9/25-27). Overlaps with club trip to Colorado!

More information: <https://psa-photo.org/page/photo-festival>

Interclub Competitions:

PID-Color Group F final standing 16th out of 20. AM to Veloy Cook and HMs to Jim Roach and Greg Smith in Round One.

PID-Mono Group F final standing 8th out of 14 clubs. HM to Terry Madsen.

Nature Group C final standing 13th out of 34. AMs to Dan Barnett and Richard Pick, and an HM also to Dan Barnett.

No club winners for the end of year competition of the Merit award winners.

Complete standings are posted on Interclub Competition page under PSA on our website.

New season begins November 2023!

Cumulative score award winners.



**COMPETITION
AWARDS
2022-2023 season**

**BEST OF SHOW
2022-2023
COMPETITION
SEASON**

SEPTEMBER (TIE)



Elizabeth Roach – Winter Stream – Open

SEPTEMBER (TIE)



Bill Bradford – Midnight Seljalandsfoss- Open

NOVEMBER



Stephen Clayson – Silver Moon –
Assigned – Complimentary Colors

FEBRUARY



**Stephen Clayson – The Heart of Venice
Assigned – Artistic Architecture**

MARCH (TIE)



Stephen Clayson – Midnight Rainbow - Open

MARCH (TIE)



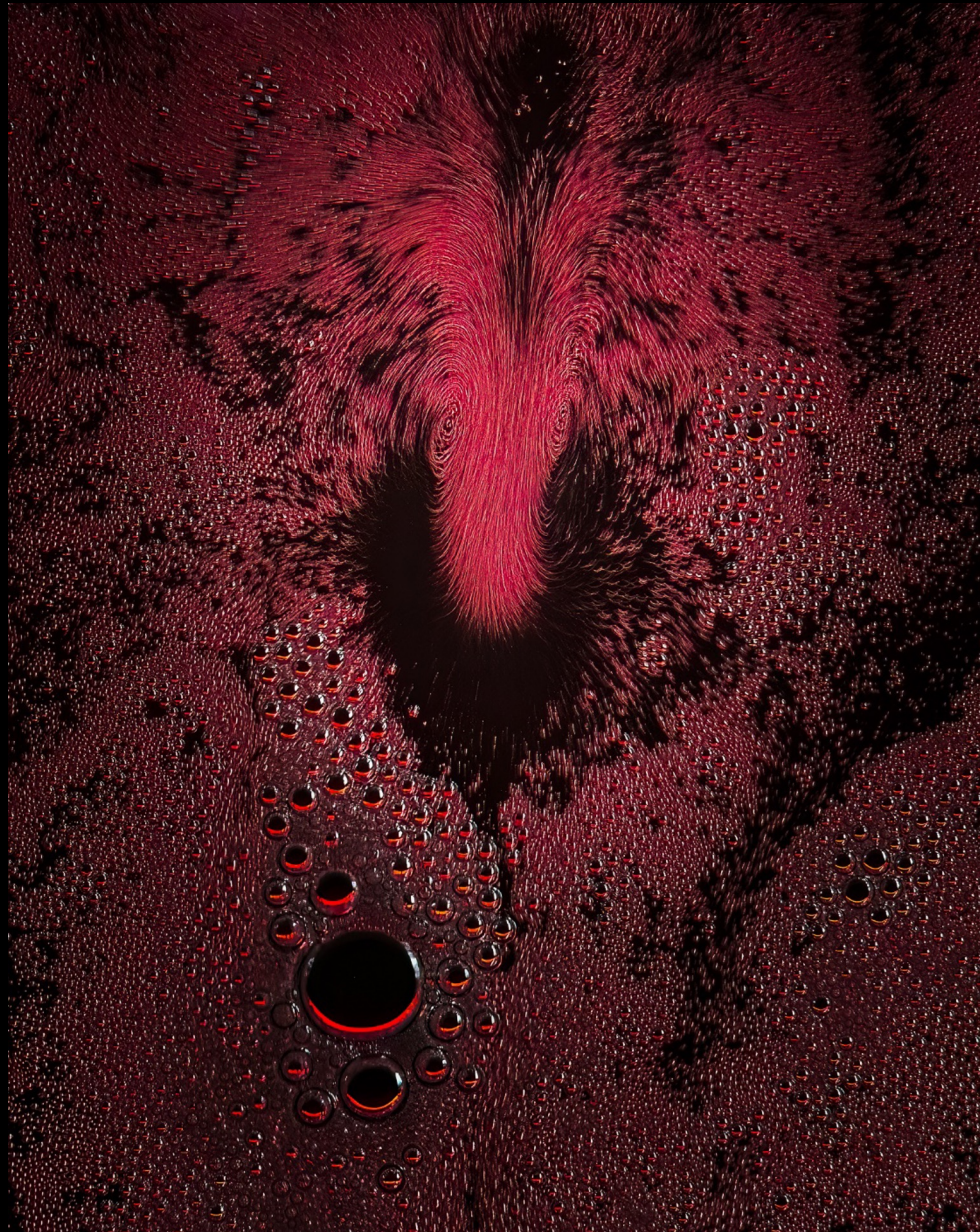
Veloy Cook - Through the Blizzard - Open

MAY (TIE)



Paul Baird – A Hidden Sunset - Open

MAY (TIE)



Stephen Clayson – The Daemon Within – Assigned - Abstract

**COMPETITION
AWARDS
2022-2023 SEASON**

INTERMEDIATE DIVISION

Open Category

3rd Place \$20

Tim Boschert



INTERMEDIATE DIVISION

Open Category

2nd Place \$20 Glenn Eurick



INTERMEDIATE DIVISION

Open Category

1st Place \$25 Nancy Thornblad



INTERMEDIATE DIVISION

Assigned Category

3rd Place \$20

Jennifer House



INTERMEDIATE DIVISION

Assigned Category

2nd Place \$20 Glenn Eurick



INTERMEDIATE DIVISION

Assigned Category

1st Place \$25 Tim Boschert



ADVANCED DIVISION

Open Category

3rd Place \$30 Paul Baird



ADVANCED DIVISION

Open Category

2nd Place \$30 Linda Walker



ADVANCED DIVISION

Open Category

1st Place \$35 Jason Cameron



ADVANCED DIVISION

Assigned Category

3rd Place \$30 Jason Cameron



ADVANCED DIVISION

Assigned Category

2nd Place \$30 Linda Walker



ADVANCED DIVISION

Assigned Category

1st Place \$35

Randy Gerdes



MASTER DIVISION

Open Category

3rd Place \$40 Keith Hill



MASTER DIVISION

Open Category

2nd Place \$40 Velay Cook



MASTER DIVISION

Open Category

1st Place \$45

Stephen Clayson



MASTER DIVISION

Assigned Category

3rd Place \$40 Terry Madsen



MASTER DIVISION

Assigned Category

2nd Place \$40 Velay Cook



MASTER DIVISION

Assigned Category

1st Place \$45 Stephen Clayson



**PHOTOGRAPHER OF
THE YEAR**

**PHOTOGRAPHER
OF THE YEAR**

Stephen Clayson

\$50

Congratulations Stephen!

Tim Boschert

**Moved From
Intermediate To
Advanced
Division**

Linda Walker
Jason Cameron

**Moved From
Advanced To
Master
Division**

2022-2023 Competition Themes

September

Long Exposure

November

Macro Life

January

Simplicity

March

Street Photography

May

Glass in any Form

September Competition Long Exposure

Submission Opens

August 27

Submission Closes

September 3

Competition Meeting

September 21

Thank You!!!!!!

Q&A, Comments, Suggestions & How to Contact Us

Always looking for new field trip ideas, workshop topics and presenters.

fieldtrips@wasatchcameraclub.com & workshops@wasatchcameraclub.com

Both the PSA competitions and our own competitions need more entries and participants.

competitions@wasatchcameraclub.com & psa@wasatchcameraclub.com

We are always looking for new and different contributions to our newsletters.

newsletters@wasatchcameraclub.com

Have ideas for social events or exhibits?

socialevents@wasatchcameraclub.com & exhibits@wasatchcameraclub.com

Need mentoring?

mentoring@wasatchcameraclub.com

Do you have general ideas and suggestions?

info@wasatchcameraclub.com