

The Alberta Camera Club Alliance (ACCA)

Background

Discussions on an inter-club collaboration began a few months ago. We wanted to see if we could accomplish something like they are doing in BC and the Yukon, where 28 clubs representing 1400 members came together and to share the cost of events involving high-reputation speakers as well as to share ideas with each other about how to better serve their members digitally. All camera clubs in Alberta were contacted to see what their response would be.

At this point we have an alliance of six clubs representing approximately 625 members. The member clubs are:

- Calgary Camera Club
- CAPS - Central Alberta Photo Society
- Cochrane Camera Club
- Images Alberta Camera Club
- Foothills Camera Club
- St. Albert Photography Club

Alliance accomplishments to date:

- An exchange of names of potential speakers that the clubs could invite to speak to their own club, and/or we could invite to speak to a collection of the members of all our clubs.
- Two highlight presentations scheduled so far: Dave Brosha presented on March 15th, and Colin Harrison is scheduled to speak on April 18th.
- We have organized the Virtual Photography Gear Trade Show in partnership with The Camera Store for May 1, 2021.
- Clubs have extended invitations to members of the other clubs to attend speaker nights organized by the hosting club.
- We built a list of potential speakers and identified which club was going to contact whom.

Virtual Photography Gear Trade Show

One of the major accomplishments of this group has been working with The Camera Store (TCS) in Calgary to put on a Virtual Photography Gear Trade Show on May 1, 2021 from 1-4pm MDT.

TCS has arranged with Nikon Canada to be a major show sponsor, and they have booked an award-winning keynote speaker for this event. TCS has arranged with the major manufacturers of camera gear and accessories to make short presentations and then reside in a virtual trade show booth where

interested attendees can visit to discuss their products. There will be opportunities to take advantage of show specials on cameras and gear during the show, and there will be numerous door prizes given away to attendees.

This event will be delivered using Virtual Event Logistics, which has experience in high-end online events such as this. TCS will be charging \$80.00 to the public to attend. This can be used to sign up for membership in one of our camera clubs their choice for the next year. The difference between the admission fee and the club membership will be given as an in-store credit at TCS. Current members of the ACCA, including IACC, will get in free with a Promo Code provided by their club.

Clayton Reitzel
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