



IMAGES ALBERTA

CAMERA CLUB

Annual Report

June 1, 2018 to May 31, 2019

Images Alberta Camera Club (IACC) was formed in 1975 to provide a service to photographers in the Edmonton area (be they professional or amateur). This service is the preservation of photography for all its enjoyment through increased knowledge and skill. Attainment of photographic knowledge is derived by many forms of communication, including guest lecturers, workshops, competitions, social events, outings, special interest groups, member showcases, and the website.

With a membership of 192, there is a depth of expertise in our Club and there is a wonderful spirit of community.

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President: Report

Larry Holland, President

It was a pleasure to serve this first year in my term as President of the Club. I especially appreciated the participation of many board members in our club meetings during the announcement segment. I also wish to thank all who attended the meetings, participated in the activities, and volunteered in some capacity.

This year I depended heavily on the IACC executive and I would like to sincerely thank the Vice-President (Argo), the Secretary (Linda) and the Treasurer (Brian) for their ongoing contributions to the operation of the club, and in addition, for keeping me on the rails (most of the time). All of their work made my role as president much more enjoyable.

The Pleasantview Community League is holding the line on the rental of the hall for our 2019 – 2020 season, and hence your Board of Directors was able to keep membership dues the same as the 2018 – 2019 season. However, it remains uncertain how much our rent will increase in 2020 – 2021. This year we have upgraded our sound system and purchased a new laptop for our meetings. The projector is working fine and Steve tells us there are many more meetings left in the current bulb.

Our Program Chair (Wendy) has been successful in mixing things up a bit this past year, as well as injecting additional fun and member interaction at our social events.

Ron, our Competition Chair, has fine-tuned the administration of the monthly competitions and introduced some variety and innovation in the annual competition, (example: the photo-essay competition). Ron also showed remarkable versatility in dealing with the sudden lack of a venue for the annual competition. I know Ron appreciates all the work done behind the scenes by his committee prior to, during and after each competition.

Clayton, our Workshop Chair, has organized a variety of workshops allowing photoshooting everything from horses, to cars, to people.

The Outings Chair, David was hard at work setting up a variety of outings, including the favourites such as Aldon's, the Glow Festival and the Free Rein

Ranch.

I'm sure we all appreciate the tremendous amount of work put into the IACC website, by our Webmaster, Steve. Not only did he regularly and promptly keep the website updated, providing a critical ongoing service to the membership, he also snagged the silver medal in the PSA website competition. This is the 2nd consecutive year our club has been in the medals, besting websites from all over Canada and the USA.

I wish to acknowledge the following Club sponsors for their ongoing and generous support (e.g., providing discounts to members, offering the use of space, providing door prizes): London Drugs (Oliver Branch), McBain Camera, Vistek, Technicare, Colours, Darlene Hildebrandt, and Jake's Framing and Gallery.

The success of any club depends on the enthusiasm and participation of the membership. This is exemplified by all those who "pitch in" on our meeting evenings to help with set up and take down, as well as those members who lead and or host our SIG groups and all the members who participate in competitions and critiques. All of these members are "giving back" to the club.

A special thanks to other members who also have contributed their time and effort to the club this past season:

Exhibits:	Lorian and Robert
McBain Trade Show:	Dennis
Social:	Terri and all those who contributed and helped
Membership:	Nancy – registration and the buddy program
SIGs:	David McNeil and all the SIG leaders
CAPA Rep	Bob
PSA Rep	Barb

I know there were many others who contributed, and I wish to thank you all. I hope you all have had as an enjoyable year as I have, and with the continuing help and participation of all, I know our next year will hold at least as many opportunities to learn, have fun and give back.

Vice-President: Report

Argo Basu, Vice-President

The Vice-President maintained electronic assets; provided help with Google drive; provided liaison between the Board and Social Committee, as necessary; and presided over the meeting on one occasion. As the Webmaster position is not a Board position anymore, the Vice-President worked with the Webmaster when it was necessary. The Vice-President, on behalf of the club, purchased a new laptop and is taking care of proper disposal of one old and outdated laptop. He also chaired the Succession Planning Committee, conducted the election and successfully recruited candidates to fill vacant positions.

Secretary: Report

Linda Treleaven, Secretary

The overall duty of the secretary is to maintain the records of the Board.

Specifically:

- Booked the facility for board meetings
- Sent out the agenda for board meetings
- Maintained the current records of the Board Meeting minutes
- Filed the updated Corporate records
- Collated the annual report

Treasurer: Report

Brian Patterson, Treasurer

The Treasurer effectively collected receipts, disbursed funds and maintained a financial record for the fiscal year ending May 31, 2019. All receipts were collected and deposited into the IACC bank account and disbursements were paid from the IACC bank account with the requisite signatories. All budget submissions were reviewed, discussed and approved with the Board. Interim financial statements were prepared and distributed to the Board. The annual audit for the Fiscal year ending May 31, 2018 was completed, as set out in the By-Laws, and approved at the AGM held on September 27, 2018.

Program: Report

Wendy Royer, Program Chair

September

- Announcements were made about upcoming club activities. Chris Atrell provided a presentation on Night Shooting and Painting with Light. A summer memories showcase was created by Barry Headrick.

October

- Guest Speaker Dave Chidley: It's All About Light. The focus was on how photography isn't all about technology, but rather about capturing the light.
- Member showcase: Ron Trink and his version of "The Road to Perfection".

November

- Guest Speaker: Stuart Dryden addressed Documentary Photography and Developing a Personal Project.
- Member Showcase: Mary Hughes showed Alberta landscapes and some of their intimate details in her , "From the Prairies to the Mountains" presentation.

December

- Social Program: any IACC members willing sent a favourite watermarked picture and they were made into a slide show for viewing while members snacked on finger foods provided by club members. Bob Royer led a Mix and Match Game where 15 club members names and images were provided and each table tried to match them. Prizes were provided.

January

- Guest Speaker: Carmyn Joy Effa spoke on Using the I-phone and Instagram with your photography.

- Member Showcase: Scott Henderson shared a variety of genres including architecture, nature, local attractions and finished with portraits.

February

- Guest speaker: Sharon Moore-Foster from CARFAC discussed things to consider if you are planning to exhibit your photography.
- Member Showcase: Quincey Deters shared Twirl Art - from original photograph to finished product and all the steps between.

March

- Guest speaker: Larry Louie discussed “Beyond the Darkness” where his travels and photography speak to places we don’t all see. Black and white is his usual mode.
- Member showcase: Kirby Price showed his varied interests from landscape to night photography, including high speed and strobe photography.

April

- Guest Speaker: Jay Bigam spoke from a painter’s point of view, on how he painted from a photograph captured by a photographer who he was out storm chasing with (Steve Ricketts).
- Member Showcase: Ruth Ball displayed, with wit and humour, “From There to Here”, a recording of travels and experiences over years of photographing.

May

- Guest Speakers: Rebecca and Ryan Anderson of F&M band provided us with musical entertainment and spoke on how they created music based on visual images.
- Member Showcase: Vladimir Khlebnikov presented many images of Japan, featuring both iconic Mt. Fuji and cherry blossoms as a focus.

Workshops: Report

Clayton Reitzel, Workshops Chair

The following workshops were held prior to my term:

1. Image Critique Akimi Matsubuchi Sept. 17
2. Nikon Mirrorless Bodies at LD on Oct. 18 with Nikon Canada
3. Digital Blending with Larry Holland and Bob Royer on Oct. 28 at Woodvale
4. Composition Oct – Nov. with Bob Royer
5. Off Camera Flash at Woodvale Jan. 19

The following Workshops have been conducted during my term:

1. Novice Night Photography with Mufty Mathewson Jan. 31
2. Architectural Photography 1.01 with Bob Royer Feb.21
3. Horse Photography with Colin Vince at LD Oliver Mar. 7
4. Matt Cutting with Zbigniew Gortel Mar. 23
5. Portraiture and Studio Lighting by Jason Symington Mar. 28
6. Automobile Photography at Darren Greenwood Studio May 2
7. Posing People - Portraiture with Chris Stambaugh - May 26

The following workshop was cancelled due to lack of registrants:

1. May 25 Cyanotype with Candace Makowlchuk

Others that are being considered / planned for next season are as follows:

1. Night Photography with Dan Nelson
2. Rock Macro with Bruce Smith
3. Printing Basics
4. Backup Strategies
5. Preparing images for Competition entries (digital & Print)
6. Greg Campbell (portraiture, studio lighting)
7. Light Photography with Lance Burns
8. Chris Stambaugh
9. Jason Symington
10. Critiquing Images - Idea to be discussed with Ron Ross

Competitions: Report

Ron Ross, Competitions Chair

Duties of Competitions Chair:

- Organize and set up Club monthly and annual competitions.
- Coordinate with other Board members to help ensure effective planning.
- Determine methods of presentation.
- Provide, publish and update rules/criteria/guidelines.
- Assist members in entering, as per rules/criteria/guidelines.
- Contact/recruit and instruct judges for the annual competition.
- Maintain proper records of competition results.
- Ensure that competition awards are purchased and presented.
- Enlist the aid of a Competitions Committee to manage the workload.
- Ensure the Competitions information on the website is up to date.
- Submit a budget to cover operating expenses.
- Attend all Board meetings.

Monthly Competitions:

Month	Theme Digital	Open Digital	Theme Print	Open Print	Total	Theme
Sept 2018	55	52	30	32	169	Urban Detail
Oct 2018	50	48	21	25	144	Shadows
Nov 2018	47	45	21	22	135	Food
Jan 2019	51	41	22	20	134	Places of Worship
Feb 2019	38	36	24	22	120	That Old Time Feeling
Mar 2019	35	34	18	17	104	Mirror Image
Total	276	266	136	138	806	
	Total Digital	542	Total Print	274		

Compared to Previous Year					
2017-18	202	204	98	112	616
2018-19	276	266	136	138	806
Difference	+74	+64	+38	+24	+190

- Number of members who entered at least one monthly competition: 98 (+23)
- Members Critiqued: 68 (+3)

Annual Competition	
Total Entries	198 (-2)
Total Number of Digital Entries	122 (-14)
Total Number of Print Entries	51 (-9)
Total Number of Clive Mathewson	5 (+2)
Total Number of PhotoEssay Entries	20 (New)
Total Number of Members Entering	45 (+1)
Digital	40 (-1)
Print	29 (-5)
New Members	8 (-1)

Annual Competition Themes: Feature=Low Light; President's Challenge=Joy

Membership: Report

Nancy Childs, Membership Chair

Club meeting attendance averaged 88 with a low of 69 and at two separate meetings a high attendance of 110. There were 86 visitors over the year with a high of 14 visitors at first meeting.

There were 13 memberships sold after Feb 1 for the half year rate which provides new members with an opportunity to try out the club. There are 109 members active in the Facebook group which is a great forum for members to interact and share information in an informal way.

The prior year's Ambassador program was refined to a "buddy system" in 2019. 22 club members volunteered as buddies and 16 new members opted to take advantage of the program.

The year end membership of 192 is comprised of 10 honorary members, 135 returning members and 47 new members. Membership trends are consistent with a slight increase year over year. Regular membership fees are \$60; student rates are \$30 with a valid school ID card. Fees are half-price as of Feb. 1.

Outings: Report

David Aldana, Outings Chair

Summary:

It was a great season for Outings. The number of outings, the variety of events and the number of participants increased substantially from last season. Most lessons learned from last season were very successfully applied. New lessons learned will help further improve outings for the new season.

Outings this season:

Outing	Date	Signed up	Showed up	Comments
Kaleido Festival	Sep 15 2018	3	3	Bad weather conditions impacted the number of participants
Elk Island Fall Colours	Sep 23 2018	8	6	Weather influenced number of participants
Railway Museum	Sep 29 2018	13	13	Plan for people in costumes next year
Reptile Show	Oct 13 2018	4	4	New outing. Host did not provide enough time to make a good promotion. However attendees were very satisfied with the outing.
Haunted Pumpkin Festival	Oct 20 2018	12	9	Very successful. Hosts are very accommodating
Aldon	Oct 27 2018	64	62	Consistently the most popular outing. Rescheduled from original date due to weather conditions. A late comer had an incident because he missed the orientation

Remembrance Day	Nov 11 2018	4	4	Difficult to plan an outing since a lot of members are away. This year was special because it was the 100 Anniversary of the WW1 Armistice
Glow Gardens	Nov 29 2018	3	3	New outing. Parking/traffic was an issue. Participants seemed to have enjoyed the outing. Hopefully they will come back next year
Luminaria	Dec 7 2018	11	14	Need to review organization approach for next year. Outings chair needs to present financial information to Treasurer since payment for parking stalls was not fully recovered
Ice on Whyte	Jan 25 2019	9	8	Free admission negotiated for outing participants
Silver Skate Festival	Feb 10 2019	3	1	Extreme cold impacted attendance and caused cancellation of several events. Time of outing was too early. Need to plan for specific events next year
Legislature Building	Feb 23 2019	33	28	Very successful outing, will definitely repeat next season.
Free Rein Ranch	Mar 9 2019	29	22	Paired with a very interesting Horse Photography workshop before the outing. Snow storm the day before the outing deterred some participants, but in general, a very successful event
Orchid Fair	April 6 2019	15	11	Having early access to the show floor was a great advantage. We may pair this with a flower photography workshop next year

Reptile & Amphibian Show- Spring	April 27 2019	14	10	Much better response this time. We now have a better contact person to negotiate early entry. They waived the entry fee for club members
Reynolds Museum	May 4 2019	12	9	Lessons learned from last year applied this year: money collection went much better. Paired with a Car Photography workshop
Pow Wow	May 11 2019	13	9	We got volunteer t-shirts this year. Event held outdoors this year; weather cooperated. Lots of pictures to share with our host.

Accomplishments:

- Tried out 5 new outings: Kaleido Festival, Reptile & Amphibian Show, Remembrance Day, Glow Gardens and Legislature Building.
- Brought back some popular outings not organized in previous years, such as Luminaria and Orchid Fair.
- Increased number of outings from last season
- Increased attendance to outings from last season
- Lessons learned from last season applied with positive results
- Improvement in the communications with the hosts and the creation of online galleries.

Issues/Challenges:

- Reptile show negotiations took a long time and there was almost no time for promotion - for both shows. However, we now have a better contact person who will for sure allow for better promotion in the future.
- Some outings did not come to fruition due to various reasons:
 - Toy Run: Happened too close to Railway Outing
 - Edmonton Waste Treatment Plant: Negotiations took too long and weekend activities are finished for the year. Will try again next season

Lessons Learned:

- Improve promotion time

- Start planning earlier for the outings in September
- Consider weather conditions in advance and react accordingly
- Continue improving post-outing communications with hosts
- Continue improving response time for SmugMug gallery settings
- Rely on other members for ideas and suggestions

Plans for next season:

- Rely on other members to extend the network of contacts, plan new events and have joint outings with other organizations (such as cos-play groups, light painting artists, etc.)
- Re-establish working relationship with Ukrainian Village
- Seek support from other members to co-chair events such as
 - Christmas Light Up
 - Silver Skate Festival
 - Barn Tour
 - Salisbury Greenhouse

Special Interest Groups (SIG's): Report

David McNeill, SIG Chair

This year we had 6 SIG's running:

Black and White led by David Aldana with approx. 30 members

Lightroom/Photoshop led by Barry Headrick with approx. 22 members

Abstract led by Carol Rusinek with approx. 21 members

Night/Low Light led by Nora Hartfelder with approx. 33 members

Landscape led by Mary Hughes with approx. 32 members

Macro led by Anne Pellatt with approx. 30 members

While I tried to discourage people from signing up for more than 3 SIG's, some people did sign up for all 6 making the groups rather "large", at least on paper. With almost 170 members signed up in total, some groups were fairly crowded. In the Landscape SIG, of which I am a member, we generally had less than 12

show up on a regular basis, which turned out to be a good size.

I have had 3 suggestion for new Sigs: Street Photography, Portraits and Wildlife. Now all I have to do is come up with leaders and a place to meet.

Website: Report

Steve Ricketts, Webmaster

I took over a website that was mature and wonderful, thanks to the efforts of Barb Morban. Our website took the gold medal in the PSA website competition contest in 2018 and the Silver in 2019.

Main activities this year:

- Did a survey of IACC members re their use of the website; used when editing the website
- Implemented a new theme, which enabled...
 - Greater consistency across all screens and platforms, including on smartphones
 - The use of the full width of the screen
 - A shorter main page (in the top navigation bar, I put the IACC name on the left and navigation links on the right)
 - A darker font for navigation, and cleaner fonts
 - A navigation bar that remains visible as one scrolls down a page
- I also...
 - Reorganized the menu system to have fewer main sections and to make it more logical

- Shortened the main page, and added more “newsy” bits (e.g. what’s on, featured member)
- Deleted the banner (with the quote)
- Put the IACC logo below the navigation bar
- Much of the effort was behind the scenes... I standardized the layout and contents (e.g. using default fonts/formats for title, header, text); this will make it easier to maintain the site and to implement a new theme, and to be better viewable on mobile devices
- The IACC website was submitted to the PSA 2019 website competition contest
- Ongoing activities
 - Updated the website as needed (e.g. info on meetings, competitions, outings, workshops, SIGs)
 - Responded to questions directed to the Webmaster via the online form

Next year:

- I’m considering putting each meeting on its own sub-page, to reduce the amount of scrolling needed (this section is getting long). Ditto, for each outing and workshop
- Still would like to add more community info (i.e. outreach, giving back). This is dependant on getting info from others
- Considering creating a separate main section for members, and group all password protected pages there; e.g. discounts, competition entries, bylaws, AGM info
- Will look to get more member-written articles

Keep in mind:

- With the ending of the IACC newsletter, the website is a permanent record of club activities and events, including write-ups on speakers/outings/workshops/member showcases

- All info is kept... some is visible/viewable under Archives, the rest is on hidden pages (should I make more of it visible?)

Website survey results (highlights)

1. how often visit the website?
 - a. At least once a day: 7%
 - b. 2-3 times a week: 33%
 - c. 2-3 times a month: 60%
2. How access it
 - a. Smartphone 16%
 - b. Tablet 30%
 - c. Laptop or desktop 90%
3. 90% found it fairly or very easy to navigate around the website, and to find info
 - a. Some comments on trying to find info buried in sub-pages, main page being too long
4. The main reasons for visiting the website are to get info on club meetings, outings, workshops, to view competitions entries and winners
5. People generally liked all the additions and revisions; i.e. "Featured Member" on the main page, a revamped main page (shorter, newsier), the weekly list of photo ops around Edmonton on the main page (thanks, David), having fewer main sections (e.g. About us, Members, Community), having a main section on "Giving back" (Community)

Director-at-Large: Report Position vacant since Dec. 2019

List of Board of Directors 2018 - 2019

Thank you to all members who gave of their time and expertise while serving on the board.

Executive:

President: Larry Holland
Vice-President: Argo Basu
Secretary: Linda Treleaven
Treasurer: Brian Patterson

Board Chairs:

Competitions: Ron Ross
Membership: Nancy Childs
Program: Wendy Royer
Outings: David Aldana
Workshops: Barry Headrick (to Dec. 2018)
 Clayton Reitzel (Jan-May 2019)
Special Interest Groups: David McNeill
Director-at-Large: Dennis Hemmerling (to Dec. 2018)

Non-Board Positions:

Webmaster: Steve Rickets
Social: Terri Ross
Historian: Mufty Mathewson
Equipment: Steve Stuphen