

President's Message Nov 2018

Malinda Julien, CPP

November 12, 2018

Season of Change

Fall leaves, temperature and FWPPA

Finally the season has begun the change to fall, and in my opinion not one moment too soon. The cooler weather is certainly a welcomed event and the leaves are beginning to become photographic worthy.

As we progress to the last quarter of the year, FWPPA Board of Directors are looking back on the year. What worked well? What needs some tweaking? What needs to change?

Let's start with what worked well:

1) Dropping the monthly fee - this has enabled a number of people to attend and bring a guest without a large monthly billing. Not having a plated dinner has not seemed to bother anyone, and the guild becomes more affordable.

2) Pot Luck - our quarterly pot luck dinners have been a great way to share each other's food, recipes and comradery. Food truly is the social glue that holds us together. We look forward to more pot luck in 2019!

3) 15 minute break for the speakers - this has indeed worked well, allowing guild members the opportunity to get up and move around, get a drink (or a dessert) as well as give the presenter an opportunity to do the same!

4) Fast Pass: Paying for all dues, annual and monthly and saving money certainly worked well and we'll do it annually.

What needs some tweaking?

1) **Print Competition** - It is on the fence as to whether we did any good with the change to digital and offering critiques. Pros - the director of Print Comp definitely has the ability to enjoy our program and we get to see the slide show during our opening is fun. It does save the

entrant money from not having them printed and is still free to members (DPPA charge \$7.00).
Cons: we are not having any bigger participation than before.

This leads us to query as to the viability of print competition and the goals of monthly entries.

Let's look at some thoughts:

What is the print competition for?

Print competition at the guild level is to give the maker a jump start on creating a merit worthy print. Getting that first glance from qualified judges and mentors and feedback on how to proceed.

Entry also gains tickets for the education reimbursement drawing at the end of the year annual awards.

Print competition allows for consideration in the annual awards for Photographer of the Year, Best Illustrative, Best Album, Best Portrait and Best Wedding Photographer of the year.

How does this benefit the non competitor? What if you aren't trying to merit?

Entering in print competition doesn't have to be for merit print information and feedback, it is to help you become a better photographer. This helps you create a better image for your client as well. Why most people who don't compete use the phrase "my client's don't care if I get merits" and it is the reason they don't compete, the opposite may be true.

Proving your abilities by gaining awards, accolades, titles and certifications do matter to your client. Professionalism, proven expertise and your eye is better. Your photograph is better. Your business is better.

What if you aren't in business? You are an avid hobbyist? Don't care about creating images for clients? You photograph just for yourself, the enjoyment of photography. Print competition still serves to educate your eye, inspire and offers the opportunity to share your creations with your friends.

So, why do we not have more print competition entries?

I'd love to hear from you on this subject. Please feel free to email me (fwppapresident@gmail.com) or call my at (817)681-9851.

2) Our monthly programs: I feel this can be tweaked a bit to bring in speakers and educators who bring information YOU want to hear. We will be taking written information at our Nov meeting on what subjects YOU want to have. As we build 2019's educational programs, we, your Board of Directors, will endeavor to have more hands on, more relevant and beneficial programs for you.

This bring us to the final thoughts: What needs to be changed?

Our meeting night is the 2nd Wednesday of the month. This is the next day right after our sister guild, DPPA has their meeting on Tuesday evenings and is the same day as some of the top workshops they are bringing to the metroplex.

Wednesday is also a church night for some and choosing between your faith and the guild, is not a fair choice.

Your Board of Directors have taken all information and input into consideration about changing our monthly dates. We all believe moving to the 3rd Tuesday of each month would allow for church goers to access our monthly meeting, as well as allowing FWPPA members to share in the awesome opportunities for workshops being sponsored by DPPA.

In January of 2019 our guild will be meeting on the 3rd Tuesday of each month.

I know change can be challenging, however, our guild has changed a lot over the past two years and we are continuing to become relevant, accessible and member driven.

We, your Board of Directors for 2018 and 2019 want to create a new guild, a progressive guild a guild which brings to you what you need and crave as well as foster our community.

I, personally, and thankful for each and every one of you, as friends and as colleagues. I look forward to sharing our first free workshop this month as well as our holiday celebration in December.

Happy Thanksgiving,

Malinda