



EXECUTIVE BOARD MEETING MINUTES
Sunday, October 13, 2019, 9:00 am

VFW 67
2784 Stockton Blvd.
Sacramento, CA
MINUTES

Call to Order: 9:30 am Marcy Dugan called Executive Meeting to Order.

Board and Chairpersons:

President: Pete Rezac

PPC Chairman of the Board: Marcy Dugan

Board Members: Jim Trapp, Tim Meyer, Robin Swanson, Diane Costello

PPC Executive Administrator: Mel Carll

PPC Affiliate Chair: Arthur Argote

PPC Awards Chair: Frank Peele

Past Presidents: Tim Mathiesen, Tim Meyer

PPA Councilors: Pete Rezac, Tim Mathiesen, Tim Meyer, Jim Trapp, Diane Costello,
Robin Swanson, Larry Skibiski,

AGENDA:

[See Exhibit A – Agenda](#)

A. Invocation – Led by Tim Mathiesen

B. Pledge of Allegiance – Larry Skibiski

C. Roll Call – Diane Costello - Acting Secretary

1. Affiliates Roll Call – carried out by Tim Meyer
2. PPA Councilors – Pete Rezac, Tim Meyer, Jim Trapp, Diane Costello, Robin

Swanson, Larry Skibiski, Jim Trapp

3. Past Presidents – Tim Mathiesen, Marcy Dugan, Tim Meyer, Mike Collins
4. Acknowledgement of Guests – Sally Mathiesen

Affiliate President / Representative / Voting as of this date July 21, 2019 Roll Call by Diane Costello

Affiliate	President	Representative	Voting #s as of this date
All Valley PP (AVPP)	Arthur Argote - Pres Walter Wright - VP	Robin Swanson	2
Channel Islands PPA (CIPPA)	Larry Skibiski – Pres - VP	Larry Skibiski	2
Gold Coast PPA (GCPPA)	Sandra Cortez – Pres Janine Bugnuda - VP	Mike Collins	2
Inland Empire PPV (IEPPV)	Nick Seth-Smith – Pres David Schulman - VP	Rebecca Li	2
PP Los Angeles County (PPLAC)	John Grusd – Pres Eleanor Gray - VP	Eleanor Gray	2
PP Orange County (PPOC)	Duane Murphy – Pres John Aranas - VP	Duane Murphy	2
PP of Sacramento Valley (PPSV)	Kimberly Olker – Pres Suzanne Hambleton - VP	Kimberly Olker	2
PP San Diego County (PPSDC)	Janet Bark – Pres Antoine Didienne - VP	Antoine Didienne	2
Hispanic Profession Photographers (HPP)	Rutilo Corona – Pres Dr. Jose Quintanilla - VP	None Present	2
PP Santa Clara Valley (PPSCV)	Robert Gonzalez – Pres Nickolas Curtis - VP	Robert Gonzalez	2
		TOTAL	20

Votes in attendance 18 of

20 present. Quorum was present–

D. Minutes:

Tim Mathiesen moved to accept previous meeting minutes from July, 2019. Diane Costello seconded.

Motion passed.

E. Additions to Agenda

[See Exhibit B: Consent Calendar](#)

F. List of “pulled reports” submitted for Consent Calendar

G. Reports to be "pulled "from Consent Calendar

1. Affiliate
2. Business and Art Degree
3. Day of Education
4. Pro Photo West Magazine
5. WCS Scholarship Committee
6. West Coast School

H. Approval of Consent Calendar

MOTION: Tim Mathiesen moved to accept the Consent Calendar.
Pete Rezac seconded. Motion Passed

I. Discussion of “pulled reports”

1. Affiliates – Arthur Argote

Last Zoom meeting under attended. Was considered successful and plan on incorporating input from Brian Welsh program held yesterday. Attempting

to have KEH involved with all affiliates. Discussions on having insurance from the same source for all affiliates. Spread the work among affiliates for the PPA Case Act and references to easy access to links for participants. Next Zoom meeting to be determined.

Pete Rezac explained that Bryan Welsh was offered as a program in conjunction with the PPC Board meeting as a PPC benefit and as a means of education that would specifically benefit the affiliate leadership. Suggested that Bryan could be brought back, sponsored by the affiliates, for a potential day long program.

Duane Murphy has begun the process of bring Bryan to the affiliates. Volunteering for the process.

2. Business and Arts Degree - Larry Skibiski

No one has completed the process, but there are lots of recent submissions that need to be logged. There may be some that will be eligible for the degree after all of the information has been logged.

3. Day of Education - Pete Rezac

Thank you to all attendees. Hopefully the Executive Board has redeemed itself from the previous event.

Reports on the programming for the Day of Education, representative of the Executive Boards response to requests from the membership to have valued programming. All programming was a result of the using PPA qualified judges from the print competition. There is a desire to build on the momentum from this event and to carry on to next year.

Tim Meyer –

- Is this current format for Day of Education valuable?
- If so, how to increase attendance?

Traci Kinney - Current advertising confusing and not motivational. Time of year is not conducive to good attendance and no benefit statements in the advertising. April is the best time frame for northern California.

Mike Collins – Cost of a 3-day program too high. \$149. for what used to be \$99. in the past. Mentoring not a real value - also, bad time of year.

Duane Murphy – Brian Welsh program excellent. Program best held in the beginning of year when boards are new.

Diane Costello – Charge included lunch and dinner, which brings the fees to only \$10. more than the previous \$99. Charge.

Robin Swanson – Mentoring very valuable.

Jim Trapp – Should affiliated have input into Day of Education programming. General consensus, yes.

Pete Rezac – This sounds like an opportunity for an action committee. I would like to establish action team to report to Board in the January meeting.

4. West Coast School - Duane Murphy

Sales to date:

5-day classes, 33 seats sold, 42% of the current goal

3-day classes, 9 seats sold, 31% of the current goal

The following positions have not been staffed: WCS Chairs, school coordinator, social activities, shoot out, newsletter, raffle, live auction, scholarship, vendor swap meet and yellow jackets. Any unnamed positions have been filled.

Marcy Dugan – Have the members of the alumni association been reached out to get them to commit for the discount. David LaNeve to report to Marcy by the end of the week.

Tim Meyer – Promotional materials for WCS would normally be disseminated at this meeting. Than has not been done, is there a goal for when this will happen? David LaNeve to report to Tim by the end of the week.

5. Pro Photo West Magazine - Diane Costello

Sold our first add, it covered our cost for this year. Last issue viewed 917 time to date. Deadline for content 30 days prior to publication. Publication dates are January 1st, May 1st, August 1st and November 1st. Articles should have lots of great pictures. Before and after pictures and behind the scenes are always great. Prices for ads are listed in the magazine.

6. WCS Scholarship Committee - Marcy Dugan

Which affiliates are interested in purchasing WCS scholarships?

PPSDC	1
PPLAC	1
GCPPA	1
PPSV	1
AVPP	1

PPOC	1
CIPPA	1

J. Financial Report – Treasurer:

[See Exhibit C: PPC TREASURER’S REPORT 7/21/2019](#)

2020 BUDGET DISCUSSION AND APPROVAL

MOTION: Eleanor Gray moved to accept the 2020 Budget as Proposed.
Michael Collins seconded. Motion Passed

K. Executive Director Report:
Membership Numbers

Premium	11
Past Presidents Inactive	39
Honorary	18
Professional	107
Retired	5
Students	3
Total Active	183

With the Constant Contact Newsletter, we are averaging a 15% open rate. Constant Contact does not recognize all mobile devices; therefore, this number may be lower than our actual open rate. Email list has just under 4950 addresses. Facebook shows more activity on our three pages.

Emails will be sent out to affiliates for yearly update board members, rosters and PPA numbers. Rosters are added to email/Constant Contact list for promotion of events, PPC and local affiliate as well. PPA numbers are required so we can properly report to PPA what our current PPA membership is.

L. President’s Report

Pete Rezac

This is the sixth and final report. Thank you... to everyone for their membership, without which association would cease to exist. When I was asked to run for this position, I was naïve to where it would take me. I only wanted to help out the association, as do so many of you. The President of PPC was never anything that I wanted to be. When I introduce myself to others, I call myself a board member, because it is a team here. I was never interested in the prestige of the office, but only interested in getting things done.

I believe that the ship has turned and the association is going in a strong direction. It is all due to the teamwork of the Executive Board. There is not a more dedicated group of individuals than the group up here at this table. They are interested in seeing this organization stay sustainable. None of us gets any reimbursement, not for travel, hotel or food. It is all done on our own dime. There is a budget item for president's travel. It has not been touched.

We have sought to bring out quality events. Over the course of time we have tried to listen, we have brought what we hope is value, experience, and new energies. Marcy, Tim and Robin have brought experience and dedication, Jim and Diane bring new ideas, energies and hope.

Marcy's generosity is mind blowing. She retired her business this year and sold much of her equipment by auction at WCS. Donating the proceeds to the association.

We have a strong balance as a board and have gotten along well.

There was a white ballot for the executive board positions. The 2020 Executive Board for 2020 will be:

PPC Chairman of the Board: Pete Rezac

President: Jim Trapp

1st Vice President: Diane Costello

2nd Vice President: Larry Skibiski

Treasure: Robin Swanson

Secretary: Michelle Pennings

Thank you, words often over looked.

To paraphrase David Trust, CEO of PPA;

Leader have to lead. They often have to fly through the flak.

They take a lot of flak. Some of it hurts, but if you don't lead things go nowhere.

Leader have to lead.

New Business:

Tim Meyer – We have a proposal in the works that I need to report. We have been discussing with Lindsey Adler about coming to speak for PPC as a Canon Explorer of Light. That would mean she would be sponsored for a day long program at no charge to PPC. We are in negotiations with Canon for sponsorship. Normally Canon Explorers of Light cannot be at programs that charge for admission. Since we are attempting to use this as a fund raiser, we need to find a way around that. Canon is considering sponsorship, but it must be in conjunction with other programming. Ideally at least a two-day event.

The date that we are proposing is in May 1st, 2020 and corresponds with our scheduled Board Meeting/Day of Education.

I am looking for whether the membership is interested in such an event?

Virtually unanimous consent. No need for a motion.

How many are interested in being involved in serving on the committee.

All affiliates expressed interest in providing volunteers for the event.

The next step is the formation of a committee! Will be worked on by Tim Meyer

Traci Kinney – Short discussion of marketing needs of the state. Traci prepared a specific presentation on marketing. Presented bullet points of program with the board to schedule a specific time for the full presentation.

Arthur Argote - Looking for dates for the affiliate Zoom meeting. Need to contact affiliate members specifically for availability. November 5th, 7pm is the proposed date.

Jim Trapp – Do you prefer who having a board member present at the affiliate Zoom meetings. TBA

Marcy Dugan – This is my last meeting! I have a special report. Presentation of “special” awards of recognition.

Pete – “Buzz Lightyear, “to infinity and beyond, always flying around trying to get the organization to the next level”

Diane – Mad Hatter, “she wears SOOO many hats in this organization”

Jim – Sleepy, “always off to his room to sleep during the parties”

Mel – Merlin, “always getting things done by magic”

Tim – Prince Charming/Tarzan, “always swinging in to the rescue”

Robin – Scrooge McDuck, “is it in the budget,” Aladdin, “never had a friend like me”

Future PPC Events:

January 11-12, 2020	Installation / Awards Southern CA
May 1-3, 2020	Southern CA
August 1-2, 2020	Northern CA
October 24-25, 2020	TBD

Motion to Adjourn:

Moved: Diane Costello, 2nd Kimberly Olker – Time 12:40 pm

Exhibit A – Agenda



Notice of PPC Board Meeting Friday, October 11-13, 2019

VFW 67
2784 Stockton Blvd.
Sacramento, CA

Marriott Courtyard Sacramento Midtown
4422 Y Street, Sacramento CA
916-455-6800

Friday, October 11, 2019 @ VFW 67

9:00am – 5:00pm Image Competition

Saturday, October 12, 2019 @ VFW 67

9:00am – 12:00noon Bryan Welsh, Board Training for Affiliates
(All affiliate leaders are welcome as part of your membership)

Day of Education - Register at www.ppconline.com

10:00am – 12:00noon	Image/Mentoring Review
12:00pm – 1:00pm	LUNCH
1:00pm – 2:30pm	Image/Mentoring Review
3:00pm – 4:00pm	Enhancing Portraits The Gud Way
4:00pm – 5:30pm	The Essential Family Portrait
6:00pm – 7:00pm	DINNER
7:00pm – 9:00pm	Photo Walk

Sunday, October 13, 2019 @ VFW 67

9:00am – 1:00pm PPC Board Meeting**
2:00pm Executive Board Meeting

** All affiliate Presidents and Vice Presidents, or their official representatives are expected to participate in the Affiliate Meeting and the Board Meeting.

Exhibit B: Consent Calendar



Professional Photographers of California Consent Calendar **October 13, 2019 Board Meeting**

Affiliate Chair Report – Arthur Argote

No report submitted

Awards and Degrees – Frank Peele / Tim Mathiesen

Affiliate nominations for the annual awards have been received. Suggestions for the name(s) of the award that will be replacing the Evans-Kingham will be provided to the Executive Board for consideration at their meeting.

Future Plans:

The vendor for production of the Hall of Fame medallion has been chosen. Possibilities of what recycled metal(s) could be used for casting the follow-on to the Evans-Kingham medallion are being explored.

Help Needed: None at this time

Budget: Submitted in the regular budget process. In addition to the normal recurring items, this budget includes production of 25 of the new Hall of Fame medallions, replenishment of Service Award ribbon slides, and initial production of the follow-on award to the Evans-Kingham Award.

Budget and Finance – Treasurer

Report and budget will be given at board meeting.

California Masters – Tim Mathiesen

With the scheduled PPC state image competition on Oct 11, 2019, there will be new degree recipients. The names of members who qualify will be posted in late November or early December.

The presentation of the degree medals will take place at the January 2020 PPC State Board meeting.

Business and Arts Degree – Larry Skibiski

No report submitted.

Bylaws and Standing Rules –

No report submitted.

California Workshops – Jim Trapp

Report to be given at board meeting.

Certified Professional Photographer (CPP) – Marcy Dugan

Nothing to report.

Past Presidents Advisory – Tim Meyer

No report submitted.

Day of Education – PPC Board

No report submitted.

Image Competition – Rebecca Li

- 2020 State Photographic Image Competition will be held on Friday, October 11, 2019, in Sacramento. Registration is still in progress at the time of writing this report. Statistics will be available at the conclusion of the competition.
- We thank our award sponsors for their continued support: **BayPhoto, Glen & Robin Clark, Fujifilm, LexJet, PermaJet USA, PPA CPP, and American Society of Photographers (ASP).**
- Also grateful to our panel of judges: **Tim Mathiesen** (Jury Chairman), **Janel Pahl, Bob Coates, Allison Watkins, Bryan Welsh, Phaneendra Gud (PG)**
- **Marketing:** Thanks to **Kat Meezan, Diane Costello, Mel Carll, Robin Swanson, and all affiliates** for the creation and distribution of our ads as well as liaising with other organizations and channels:
 - PPC website and weekly emails
 - Pro Photo West magazine
 - Personal invitations were sent out to all current ASP members in CA and NV
 - PPC and PPC West Coast School Facebook pages
 - Affiliate, image comp-, photography-related groups on Facebook
 - Announcements at affiliate image comp and general meetings as well as through their email blasts

- Reached out to other State Affiliates, e.g. Utah, Oregon, and non-affiliates, e.g. Wine Country to encourage non-member participation
- Individual reach-out, where appropriate.
- Big thanks to all volunteers. Special thanks to the following people who have stepped up to lead our sub-committees:
 - **Larry Skibiski** as our On-site Manager & Coordinator
 - **Ana Montgomery** for Image Competition Awards
 - **Sharon Lobel** for Image Critiques
- The People's Choice Award will be open for voting on Facebook by the end of October. **Rosalind Guder** will be in charge of monitoring and any facilitating if needed.
- Image competition awards will be announced and presented at the PPC Board Installation and Award Ceremony to be held on Saturday, January 11, 2020.
- Please direct any questions or inquiries to Rebecca Li at rebeccaliphotography@gmail.com.

Judging Academy – Tim Mathiesen.

The Judging Academy workshop held on Sept 3rd was very successful. There were 10 attendee's. The next workshop is scheduled for Oct 10th in Sacramento. 2 workshops are planned for 2020. Dates and locations to be determined.

Newsletter – Mel Carll

Affiliate newsletters have been sent each month. It has been extremely difficult getting affiliates to respond. Several reminders have been needed, with some affiliates never responding.

Nominating Committee – Tim Mathiesen

No report submitted.

Marketing and Branding – Marcy Dugan

Diane Costello has stepped in to help due to a death in my family and my responsibility to the estate. Thank you Diane

Membership – Karen Nakamura, Frank Peele

No report submitted.

PPA Councilors – Tim Mathiesen

Next meeting will be during the 2020 PPA Convention in January,

Pro Photo West – Diane Costello

Sumer 2019 – 890 views

Spring 2019 – 593 views

Winter 2019 – 986 views

Fall 2018 – 1010 views

Always looking for articles!

Sold our first ad space for 2020.

Road Shows - Marcy Dugan

Nothing to report

Service Awards/Merits - Rebecca Li

- Self-reporting of merits for 2019 will be open in November with a deadline in early December. Please watch out for email notifications from PPC for instructions. The current official Schedule of Merits is posted on our website: <https://ppconline.com/membership/degrees-and-merits/service-award/>
- The committee has proposed changes to the Schedule of Merits to reflect changes in our organization and events. It is working with the Board and respective committees to fine tune the Schedule to be effective starting 2020.
- The merit request procedure will be under review in 2020. Currently, service merits are given based on self-reporting of eligible activities, subject to verification, at the end of each year. Suggestions for changes, especially how to streamline the reporting of service at the local affiliate-level, are most welcome.
- Please send suggestions, questions, or concerns to Rebecca Li at ppcserviceinfo@gmail.com.

Scholarship Committee – Marcy Dugan

All Affiliate Presidents were sent notification of the sale of WCS Certificates (except IEPPV, they did not meet the PPC qualifications) Certificates will be available for \$400 each (1 each) at the October board meeting being held October 13, 2019.

Webmaster – TBA

No report submitted.

West Coast School – David LaNeve

No report submitted.

Vendor Relations – TBA

No report submitted.

Exhibit C : PPC TREASURER'S REPORT 7/21/2019

**PPC TREASURER'S REPORT
AS OF 9/30/19**

PROFIT AND LOSS BY DEPARTMENT January 1, 2019 – September 30, 2019	
Administration	(\$31,368.65)
Continuing Education	
Sandra Pearce Workshop	2,444.19
Day of Education 2019	1,190.00
Innis	1,262.00
BBQ	169.00
Bowers	1,112.00
Meyer Getty	1,054.00
Judging Academy	2,555.00
Business & Arts Degree	200.00
Awards	(246.95)
2018 Image Competition (Calendar) <i>(Actual including income & expense from prior year = \$2,207.26)</i>	(961.26)
2019 Image Competition	273.56
Membership	12,121.21
Prophoto West <i>* Beginning in October we will need to start paying for Yumpu (\$19.95/mo.)</i>	60.60
Marketing	(300.00)
Installation & Awards Banquet (Calendar) <i>Actual including income and expense from 2018 = \$369.46</i>	(1,633.96)
Scholarship <i>Alumni=\$2,611.00; Interest; PPA; Raffle=\$5110.00 LESS SCHOLARSHIPS AWARDED (4,140.00)</i>	3,552.56
Website	(937.58)
Travel Agency	0.00
PPC Store	269.14
West Coast School 2019 (Calendar) <i>(Actual including income & expense from 2018 = \$21,840.68)</i>	(12,879.93)
West Coast School 2020	17,491.00
TOTAL INCOME	\$117,431.67
LESS TOTAL EXPENSE	(122,005.74)
NET INCOME (LOSS)	(\$4,574.07)

**PPC TREASURER'S REPORT
AS OF 9/30/19**

BALANCE SHEET – BALANCE AT 9/30/19	
CASH ACCOUNTS (UNRESTRICTED)	
Wells Fargo Deposit Account	21,959.56
Wells Fargo Checking Account	5,686.90
Wells Fargo Saving Account	2,295.45
Wells Fargo Savings (Reserve Account)	18,429.38
Paypal	2,105.95
Square	0.00
Petty Cash	471.00
TOTAL UNRESTRICTED FUNDS	\$50,948.24
CASH ACCOUNTS (RESTRICTED)	
Wells Fargo – Mauracher	2,778.08
Wells Fargo – Romaine/Lozano & Other	9,121.19
TOTAL RESTRICTED FUNDS	\$11,899.27
TOTAL CASH	\$62,847.51
OTHER ASSETS	
Fixed Assets – Furniture & Equipment Net of accumulated depreciation	0.00
Deposits in Transit	6,092.50
TOTAL ASSETS	\$68,940.01
LIABILITIES & EQUITY	
LIABILITIES	
Wells Fargo Credit Card (Paid off every month)	\$2,041.95
Payroll Liabilities	458.23
Sales Tax Payable	
California Non-Resident Withholding	
TOTAL LIABILITIES	\$2,500.18
EQUITY	
Unrestricted Net Assets	\$59,114.63
Restricted Net Assets	11,899.27
Net Income (Loss)	(4,574.07)
TOTAL EQUITY	\$66,439.83
TOTAL LIABILITIES & EQUITY	\$68,940.01

**PPC TREASURER'S REPORT
AS OF 9/30/19**

IN CONCLUSION:

West Coast School 2019 was a great success coming in at **\$11,980.68** ahead of the budget!!! A great big thank you to all the people who worked to make it happen ... Especially our new West Coast School Director, David LaNeve and Marcy Dugan

West Coast School 2020 is already in the works. Get the word out that WCS is the best photographic education value available!

Thanks to the hard work of our Raffle Committee ... Especially Diane Aeria... The scholarship fund has received a substantial infusion of cash! We can now continue to offer West Coast School Scholarships.

California Workshops are getting more popular and more profitable. Sandra Pearce's workshop was a huge success and we are looking to book lots more in the future. That being said...we are currently under budget on our net profit for this profit center. We need to work very hard to meet this budget item.

PPC BOOKS HAVE ALWAYS BEEN AND CONTINUE TO BE AVAILABLE FOR INSPECTION UPON REQUEST.