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**AAPI Board of Directors**  
**Fall Board Meeting Minutes**  
 Tuesday, September 12, 2023  
 Microsoft TEAMS

**Call to Order** – President David Norton called the AAPI Spring Board of Directors Meeting to order at 11:01am on September 12, 2023, via Microsoft Teams.

**Roll Call and Quorum** – Executive Director Susan Crutchfield called roll. Those Board Members present were President David Norton, Vice President Lamont Edwards, Treasurer Hope Hitchcock, Secretary Val Martin, Directors Aaron Jorgenson, Deanna Cooper and Zac Zastava. Guests: Scott Henry. Quorum present.

**Approval of Agenda** – AAPI President David Norton asked for an approval of the agenda for AAPI Fall Board Meeting, September 12, 2023.

***Zac Zastava made a motion to approve the agenda for the September 12, 2023 AAPI Fall Board of Director’s meeting. Aaron Jorgenson seconded. No discussion. The motion was approved.***

**Consideration of Minutes** – AAPI President David Norton asked for an approval of the minutes from the AAPI Spring Board Meeting, April 26 and 27, 2023 in Kissimmee, Florida.

***Zac Zastava made a motion to approval of the AAPI Board of Directors’ meeting minutes for the AAPI Spring Board Meeting on April 26 and 27, 2023. Aaron Jorgenson seconded. No further discussion. The motion was approved.***

**Standing Committees:** David Norton asked to jump ahead to Communication Report to give Hope Hitchcock opportunity to set-up.

**Communication Committee** – Chair Jeff Mulvihill, Jr. was not available. Susan Crutchfield gave an update on the FLASH.

Issue	Print / Release Deadline	Articles from
SPRING Issue [printed]	Mid April	Zac (done)
SUMMER	JULY (deadline June 20)	Hope & Deanna (done)
FALL Issue [printed]	Mid Oct (deadline Sept 22)	David & Val
WINTER	DEC / JAN (deadline Dec 15)	Zac & Lamont

***AAPI Board of Directors Meeting Minutes for 09/12/2023 [continued]...***

Susan Crutchfield stated that FLASH should be arriving late October but that she is waiting to have a little more meat on the convention before it publishes. She went on that she is working with Jeff Mulvihill, Jr. to do some updates to the website. She has nothing further to report.

**Treasurer's Report** – Treasurer Hope Hitchcock gave the Treasurer's Report (see attached). She stated The Bank balance was \$19,453.00 at the end of August and accounts receivable is \$5,672.00 which is mostly current dues. She went over what was contributing to the accounts receivables and went through the members.

***Val Martin made a motion to approve the Financial Report for AAPI Board of Directors as presented. Lamont Edwards seconded. No further discussion. The motion was approved.***

**Membership Committee** – Susan Crutchfield stated that we are currently at forty-seven (46) members – thirty-seven (37) studios and nine (9) vendors.

**Convention Committee** – President David Norton went over the draft schedule (see attached). AAPI Goes to the Movies is the theme. Deanna Cooper stated that she can not do the Fashion Show and get ready for the Trade Show floor by noon. She also said that she did not think the Photo Contest can get all the pictures hung up that quickly. Scott stated that they are taking Photo Contest registrations only on Monday and would have to hang the Photos Tuesday morning. David Norton went on to discuss the Keynote speaker and other topics. Susan Crutchfield mentioned that Brent Uzzo might be available to speak about Old Time Photo industry. Lamont Edwards stated that he has had a hard time finding a speaker with the budget we have. Val Martin stated that she likes the idea of Brent Uzzo. Hope Hitchcock asked if Brent Uzzo would be better as a closing speaker. Scott Henry talked about how good Brent is on speaking about the history. He also spoke about his insurance agent (Phil Teague) that might be available to do a seminar. Nikki Hodge and Aaron Jorgenson offered several suggestions for topics...

*Nikki's ideas were:*

1. Dealing with Rude Customers
2. Debate between Cannon and Nikon users
3. Spending in a Looming Recession
4. Costume Accessories and repairs

*Aaron's ideas were:*

1. To take even just 15 minutes to briefly introduce what each item will be about and who should be attending.
2. It would be simply "fun" to host a workshop to the theme of Making Cinematic Images to discuss ways to dramatize photos.
3. A true roundtable discussion about The upsell framework or a debate about Upsell vs everything included.
4. an opening game show (in tv fashion) pit 2 or 3 teams against one another in a shootout (photo) competition.

## ***AAPJ Board of Directors Meeting Minutes for 09/12/2023 [continued]...***

Susan Crutchfield is going to follow up with him as well as continue to reach out to the University of Nevada to see if we can get speakers from there. Susan Crutchfield stated that we are still looking for someone to handle the Hospitality Suite. Tim Burke might be willing to pay but does not want the hassle of running it. Lamont Edwards will see if his crew would be able to cover the room. David Norton talked about cutting it down to just two days (Monday and Tuesday) to help fray some of the cost. The room itself costs about \$750.00 for the week and then another \$1,000 for alcohol and snacks.

Susan Crutchfield said that the reservations are coming in slowly, but the deadline wasn't until December 1. She has about nine studios signed up and only two Vendors so far.

Scott Henry talked about getting our supplies back to the storage facility on Friday. He said they need more help to get it done. Aaron Jorgenson volunteered to help take stuff back.

**Financial Committee** – Hope Hitchcock had no new report.

**Nominating Committee** – Chair Scott Henry told the Board that he was recommending Lamont for President, Elizabeth for Secretary but need to fill the position of Vice President. He asked for volunteers, Deanna Cooper stated that she would be willing to do anything but Treasurer. She said she would do Vice President if no one else is going to step up. Aaron Jorgenson agreed to be Treasurer. That would leave Hope Hitchcock, Val Martin and Zach Zastava as Board Members. Scott stated that he would finalize the list and bring it to the Board at the start of the convention.

### **Other Committees and Task Forces (Non-Standing):**

**Members Services Committee** – Chair Rachael Zuleger not available to report. Susan Crutchfield will touch base with her as would Jenny Norton.

**Photo Contest Committee** – Co Chair Scott Henry told the Board that they had finalized the Categories. They are introducing the new Category “Best Movie Themed Photo”. He would like for Susan to post the categories and how to enter on Resource Forum and in the newsletter. He wants it to go out as much as possible as well as the low entry categories.

**Master Photographer Committee** – Chair Derrick Gillikin not available to report.

**Sponsorship Committee** – Chair Val Martin has started making calls and will ramp it up.

**Silent Auction Committee** – Chair Susan Tharp not available to report.

**Other Business:**

**New Business:** The group discussed sending a get-well card to Todd Corneil.

**Awards for the Convention:** Several names were submitted for Service Award, Susan Tharp, Jenny Norton, Carol Branner, and Val Martin. David Norton asked for suggested names for the Martin & Bertha Glaser Award. Several names were thrown out. He asked the Board to call him if they had other suggestions.

Scott Henry would like to propose a new award “Richard Millener Influencer” award. Susan Crutchfield typed up a short description...*The Richard Millener Influencer Award - one who exerts influence: a person who inspires or guides the actions of others and who is an inspirational promoter and a go-getter way of life.* Hope Hitchcock would like for us to revamp the description of the awards to help others understand them. Board will address this at the Spring Board meeting for the 2025 Convention.

**Adjournment** – AAPI President David Norton stated that he would entertain a motion to adjourn the Fall Board Meeting of the AAPI Board of Directors.

***Zac Zastava made a motion to adjourn the AAPI Fall Board meeting on Tuesday, September 12, 2023, at 1:47pm. Hope Hitchcock seconded. The motion was approved.***

The meeting was adjourned at 1:47pm eastern standard time.

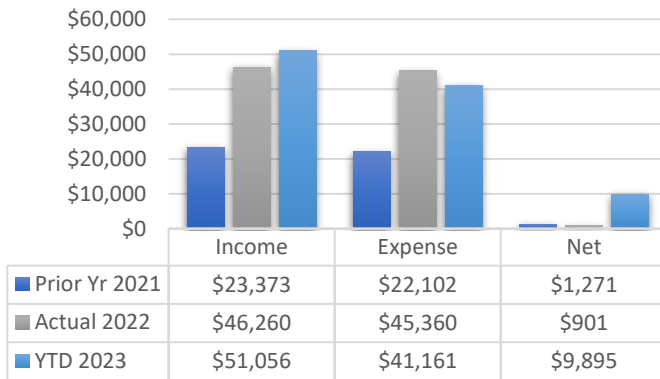
Respectfully submitted on behalf of Secretary Val Martin,

A handwritten signature in black ink that reads "Susan Crutchfield". The signature is written in a cursive, flowing style.

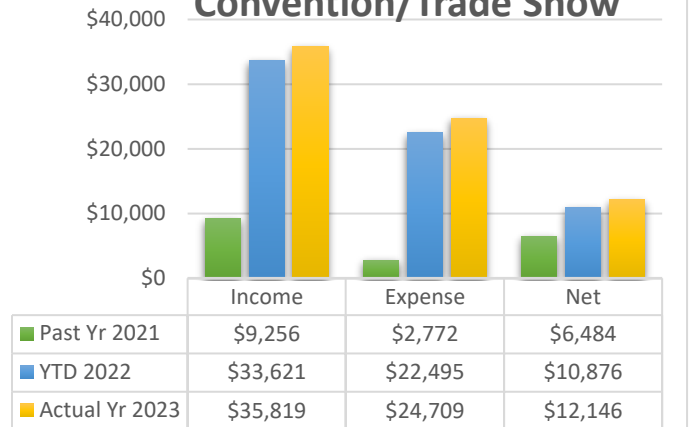
Susan Crutchfield  
Executive Director



**YTD Financial Performance**



**Convention/Trade Show**



**Income Total: \$51,056**

Convention/Trade Show	<b>\$35,819</b>
Membership Dues	<b>\$14,932</b>
Communication Income	<b>\$305</b>
Other	<b>\$0</b>

**Expense Total: \$41,161**

Convention/Trade Show	<b>\$24,709</b>
Management Fee	<b>\$12,600</b>
Communication Expense	<b>\$629</b>
Other	<b>\$3,223</b>

**Net Profit: \$9,895 19%**  
*Convention* **\$12,146 123%**

**Bank Balance: \$19,453**  
**Accounts Receivable: \$5,672**

*Most A/R is Convention/Current*

**Membership**

	<b>Budget</b>	
	Count	Revenue
Studios	42	\$12,516
Vendors	<u>9</u>	<u>\$3,060</u>
<b>Total</b>	<b>51</b>	<b>\$15,576</b>

	<b>Current Year</b>	
	Count	Revenue
Studios	37	\$11,738
Vendors	<u>09</u>	<u>\$3,194</u>
<b>Total</b>	<b>46</b>	<b>\$14,932</b>
% Goal	92%	<b>96%</b>

**Budget Rates**

Studios \$298 / 2023 rate \$339.00  
 Vendors \$340 / 2023 rate \$380.00

\* Annual dues is accrued based on Member's billing date

	<b>Accrued 2023</b>	<b>Dues A/R</b>
	\$0.00	\$0.00
	<u>\$0.00</u>	<u>\$339.00</u>
	\$0.00	\$339.00

**New Members**

- Canada - Grandpa's (Returning)
- Canada - Antique Photo Parlour (Returning)
- AZ - Remember When (Returning)
- AZ-Barking Iron Photography Studio (Dec 22)
- NV -Priscilla Pennyworth's Old Time Photos (Oct 22)
- WY-Time Photos Jackson Hole (New Owner – Oct 22)
- SD - Michelle M. Barrett Photogaphy (Jan 23)
- CA - Tahoe Old Time Photos

**Lost Members**

- TN - Past Time (Dec 21)
- VA - Mobile Memory Maker (Jan 22)
- MI - Tyndell's

**Vendor Updates**

- Woody's / American Legends - Studio Upgrade to Vendor
- CA-Historical Emporium - New December '22

# DRAFT - 2024 Convention & Trade Show Schedule

Monday		January 23, 2023	Location
11:00a-4:00p	Vendor Trade Show Set Up		Bienville
	Registration Desk & Photo Contest Entries Accepted		Convention Floor
4:00p-6:00p	AAPI Board Meeting		Conference Room
8:00p-10:00p	AAPI Hospitality Suite Open – <i>Sponsored by</i>		Hospitality Suite
Tuesday		January 24, 2023	Location
Theme: We are AAPI/Doing Business with Vendors/What's New			
8:00a-5:00p	Registration / Information Desk Open		Convention Floor
8:00a-9:45a	Welcome Breakfast and President/Board: KEYNOTE: Brent Uzzo		Bienville G
10:00a-11:30a	Vendor introductions & AAPI Fashion Show		Bienville G
11:30a- 12:00p	LUNCH on your own		Bienville G
12:00p - 6:30pm			Bienville H & I
1:00-1:15	TRADE SHOW FLOOR OPENS		
2:00 - 2:15			
2:30 - 3:00pm	Movie Themed Snacks & Drinks (non-alcohol?)		
3:30 - 4:30	Annual Membership Meeting (Trade Show closed)		Bienville G
5:00 - 5:15			
6:00 - 6:15			
5:00 - 6:30	Vendor Reception / Cash Bar Opens and Voting Continues		Bienville H & I
8:00p-10:00p	AAPI Hospitality Suite Open - Sponsored By:		Hospitality Suite
Wednesday		January 25, 2023	Location
Theme: Business Development (Operations/Marketing/Financial)			
8:30a-5:00p	Information Desk Open		Convention Floor
@8:30a.m.	Trade Show Open/ Coffee with Vendors/ Photo Contest Voting Continues		Bienville H & I
9:00a-10:15a	Creating a dynamic Marketing Plan & Budget - Social Media		Bienville G
10:30a-11:15a	Advertising Visuals Print & Social- Samples/Examples, How to improve performance (Ca		Bienville G
11:15a – 12:30p	Driving Social Media Impact - How to interact with Face Book Groups/Use of Reels		Bienville G
	Social Media Collaborations - Case Studies Tik Tok Success - Hope Hitchcock		
12:00p-1:30p	LUNCH		On Your Own
12:30p-2:00p	DESIGNATED TRADE SHOW TIME (VOTING CONTINUES)		Bienville H & I
2:30p-3:30p	Reservation Booking Systems - Capacity Metrics, Advance Booking Forecast - Aaron		Bienville G
3:45p-5:00p	Driving Margins, Bottomline Impact, Performance metrics		Bienville G
5:00p – 6:00p	PHOTOSHOP UPDATES you Need to Know - Jeff Mulvihill, Jr and Derrick Gillikin		Bienville G
@ 6:00 p.m.	TRADE SHOW FLOOR CLOSES - VOTING ENDS		Bienville H & I
8:00p-10:00p	AAPI Hospitality Suite Open - Sponsored By:		Hospitality Suite
Thursday		January 26, 2023	Location
Theme: Technical - Photography			
8:00a-4:00p	Information Desk Open		Convention Floor
8:15a-9:30a	Master Photographers Exam		Conference Room
9:00am - 11:45pm	TRADE SHOW FLOOR OPEN		Bienville H & I
9:00a - 10:15a	Technical Excellence - How to Examples & Samples - Master Photog Panel		Bienville G
10:30a-11:45a	Create Winning Photos - Jeff Mulvihill, Jr. & Derrick Gillikin		Bienville G
11:45a-12:45p	End of Convention Wrap-up Jeff Mulvihill and Hope Hitchcock		
12:45p-3:00p	TRADE SHOW FLOOR OPEN		Bienville G
3:00p-5:00p	Trade Show Teardown		Bienville H & I
6:00p-7:00p	AAPI Backless Ball Cocktail Hour		Bienville G
7:00p-11:00p	AAPI Backless Ball Dinner & Awards [AAPI @ the Movies]		Bienville G

*Need to confirm*

Susan will put it out on Resource Forum and in Flash to find out what studios want

Improvised Contraversy: Change to Vendors, Competing products, Ethics Committee /Procedures, Are we a Marketing Organization

*Each Vendor presents new products, new marketing ideas*  
Case Study Example  
Sales Pitch  
or Entertainment

Contact University of Las Vegas

Hope Potential for 1/Collab for 2 Hope  
Potential for 1/Collab for 2

Speakers: Hope, Aaron & Lamont

Hope Potential for 1/Collab for 2 Need  
Presenter

*Offered; need to confirm - Lightroom Update Requested*

Maybe not have / only do 2 days

*Need to confirm*

Are these 2 redundant?