

# **PFLI Delegates Meeting November 20 2009**1/14/2010 2:25 PM

## **Minutes**

The meeting began at 8:10PM.

**Roll Call:** All clubs were present except Brooklyn, Bretton Woods, Fresh Meadows, Glen Cove, Nature & Wildlife, NY Botanical/Zoological, NY Image, North Shore Towers, PCLI, Sweetbriar and Syosset. Dorothy Gist said that David Frank, the Brooklyn delegate, has been ill but he will return to meetings in the spring.

**Dues:** All clubs but Fresh Meadows and Glen Cove have paid their dues for 2009-2010.

**Minutes from October 23 2009:** The minutes were accepted without changes. They are posted on the website.

**Budget:** PFLI has received \$650.00 in dues and \$336.00 from book sales so far. There was also an additional \$239.00 from the Photorama raffle. The January 2010 budget report will reflect additional income from book sales and educational classes. There were no issues or questions regarding the budget.

**Educational Committee:** Ron Caldwell reported that we will not be able to sell 'The Keys to Great Photographs' at the POB library on November 22 when Dick Hunt will be giving his presentation. We will have order forms available and a detailed description of the book is now on the website. Ron reported that 500 books have been distributed and we are getting closer to the break-even point of selling 669 books. We are exploring additional outlets to market the book including the Panasonic Digital Academy, NECCC, PSA and the New Jersey Federation. Gary Farber of Hunt's will also have some books on consignment. He will take \$3.00 per sale but that will still result in a profit of \$4.00.

Ron also reported that the November 17 program at the Hillside Library was successful and generated additional income of \$150.00 for PFLI. Dorothy Gist said that the Educational Committee has worked tirelessly in order to further PFLI's goals.

Mike Kelley, President of the Huntington Camera Club, discussed how to sell the book to club members. He will forward an e-mail regarding a book review that will help to generate sales. This will be part of the meeting minutes so that all clubs will be able to see this on the website. Mike will also put a copy of the book on eBay.

**Following is book review by Mike Kelley:**

## The keys to great photographs

by Richard A. Hunt.

At last, a well written easy to understand guide to taking great pictures. 28 pages long and jam packed with the most useful information you will find in any photography book.

Answering the question "How did they do that?" Richard's book leads you step by step thru the secrets to great photography. Starting with chapter one "get it right in the camera." all the way thru to chapter 25 "Luck," you will find page after page of useful information to help get that "keeper" photo.

Contained in this book are all the tricks and tips that pro shooters use to get the perfect shot. It explains about the rule of thirds, leading lines and creating depth in your pictures. Every page contains a new and easy to understand technique to improve your photography.

Presented in a simple to understand format. Each technique is presented with a pictorial example to make it so easy to understand. The photography

in this book alone is worth the price I keep this book in my camera bag so I have an easy to find reference any time I am out shooting.

The holiday's are right around the corner, so if you have any budding photographers in your family, or would like to make your photography more fun to practice, I highly recommend this book as a gift.

This link will lead you right to some examples in this book  
<http://www.pflionline.com/book.pdf>

**Post Office Box:** The new P.O. Box 748, 446 East Meadow Ave. East Meadow NY 11554 is now operational.

**Spring Spectacular Survey:** George Favale said that he received valuable feedback from the clubs. Most of the suggestions by club members will be implemented in 2011 so that there is time to carefully review each potential change. George explained that there are nine planning recommendations that will be used for the 2011 Spring Spectacular. They are as follows:

- 1) PFLI must do a better job with getting the message out to local club members. Mike Kelley will help with this.
- 2) The program will start an hour later; running from 10:00AM to 4:00PM. It will continue to be held on a Sunday.
- 3) PFLI will explore alternate venues both west and east and evaluate any travel difficulties.
- 4) There may be online registration.
- 5) PFLI will get information from the New Jersey Federation about why their event draws such a large crowd.
- 6) PFLI will explore the possibility of two speakers with complimentary programs, each for half of the day.
- 7) PFLI will look at the available speakers from Canon Explorers of Light as soon as possible.
- 8) PFLI will also look at Nikon for potential speakers.

9) PFLI will start planning for 2011 on April 19, 2010.

Because the cost of using Commack High School has almost doubled, we will look into alternate locations. Dorothy Gist is currently talking to a contact person at Suffolk Community College in Brentwood for the April 18, 2010 event. It is possible that box lunches might be available. Further information will be available at the next Delegates meeting in January 2010.

**Honors Committee:** Ron Caldwell said that information has gone out by e-mail to the Presidents and Delegates from the clubs regarding the nomination process for PFLI and Service awards. They are due back to Ron by the 2<sup>nd</sup> week in January for review by the committee. Honors awards and PFLI Hall of Fame Awards will be given out at the Spring Spectacular. The Hall of Fame nominees will be posted on the website.

**PFLI Competitions:** Dick Hunt asked the delegates to let him know if any club members want to stop receiving PFLI ribbons. All persons who receive a score of 27 will receive a ribbon and a plaque. There was a high amount of competitors in October and the cut-off time for submitting prints will be 7:20PM. Prints will now be shown first so that they can be sorted and returned as quickly as possible. Dick Hunt will be updating the list of clubs and map.

**Calibration Committee:** the committee will address the problems concerning the brightness of digital images. The goal is to get the best images possible. If all clubs follow the committee's recommendations, there will be consistency in how the images appear on the screen. Further information will follow after adjustments are made to the projector at the November 22<sup>nd</sup> educational seminar.

**NWPLI Exhibit:** The club is having an exhibit during November and December. Further information is available on the PFLI website.

**December PFLI Competition:** Because of the holidays, the December Competition will be held on December 4<sup>th</sup> rather than December 11<sup>th</sup>.

The meeting adjourned at 9:25 PM.

Ellen Gallagher, Recording Secretary.

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