

Hello,

Dwight reminded me about the President's Message in the newsletter and I've been trying to come up with something useful to say...

So,

There are a number of topics for the upcoming Board Meeting, but it may be over by the time you read this – if not (it's on Tues. Jan 31,) and if you have interest you are of course welcome.

One thing that will remain a challenge for our club will be to re-grow the membership we've lost through attrition this year.

I will be exploring the placement of flyers for L&S in various camera and art stores as well as seeing what visibility we can get through the local media. Suggestions to this end are welcome. Similarly, I'm looking to increase the number of links to our site from other relevant web sites and suggestions are again appreciated.

Nothing, however, works quite as well as through a personal referral. We welcome all visitors – even those who don't see themselves as potential members, but just want to have an evening of seeing fine photography from a local source.

So please invite your non-photographer friends, if you choose – they may become inspired to become a photographer, or may recommend the club to another friend. But if all they do is enjoy the pictures they will be no less welcome.

Despite my background in marketing, I am not a believer that bigger is always better and I enjoy a group size that still allows informality and community, but we at Light&Shadow do need to expand our headcount, and thus our dues to cover our expenses. Besides, new ideas from new people are always a good thing to consider.

I hope to have more to say next month after the Board meeting.

Thank you,
Peter Schenk