

Photography  
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~~May 27~~, 1972

June 2,

Dear Miss Gilpin,

As you know, Santa Fe photographers have been meeting for over a month trying to form an association. The discussions have been everything you would expect from a new group breaking virgin ground: lively, tedious, controversial, meaningless, etc. However, they have been a necessary prelude to actually getting going, as only in this way can we all get a "feel" of what we want and expect.

The next step took place on May 17 when a small group, chosen mostly by who happened to be available, who seemed most interested, and by luck, met as a Steering Committee to see if we could agree on common ground. This meeting really accomplished something.

The group consisted of Alan Pitcairn, Peter Dechert, Dan Winston, Lynn Waugh, and myself.

We quickly agreed that because of wide differences of opinions (photographers are by nature an independent lot), that it would be futile to blueprint the organization before it was formed. Better to get a "bare minimum" going, creep before we walk, and find our directions as we go.

Subsequently, the Steering Committee did indeed put together a "bare bones," and we believe, non-controversial set of recommendations to present at a meeting for your approval.

We further decided to sound out various photographers to serve as officers, and were delighted to find not just one, but two, candidates for every post except Secretary. Officers would be temporary, serving only six months, to help get the organization off the ground.

Here are the specifics hammered out by the Steering Committee and presented for your consideration:

1. While admission standards are important and should be implemented at the earliest possible moment, no standards can be established at the present. It was felt that the proposed initiation and dues would discourage those with no real interest or purpose in the group.
2. The name shall be the Santa Fe Photographers Guild.
3. The Guild shall officially commence July 1, 1972.
4. Meetings will be monthly on the 2nd Wednesday of each month (except the June meeting), in the Press Club Room at the La Fonda at 7:30 p.m.

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5. The Guild will not at this time attempt to tie in with several attractive business ventures suggested, such as a gallery, combination agency-phone answering-service-studio, etc. However, this in no way precludes the Guild doing this in the future, neither does it prevent individual members engaging in joint ventures of this sort.
6. Members should not expect immediate miracles, but should join with the philosophy of "walk before you run," and "lets develop this thing together." By the time things jell, a fairly substantial treasury should be available to accomplish goals.
7. Simple, basic, and broad objectives were agreed on. These can always be amplified, changed, added to, etc.
  - A. Better communication between photographers,
  - B. Educate public and buyers as to proper standards and compensation, etc.
  - C. Establish and maintain standards.

8. As to the nitty-gritty -- dues -- your committee recommends \$10 initiation, and \$15 per quarter. This entails no undue financial risk for even the most threadbare among us, yet is sufficient to build a healthy bank balance quickly, while discouraging the unsuited.

A most encouraging omen was the willingness of those asked (with only minimal arm twisting) to serve if elected. The following will be presented for your vote. Of course, nominations from the floor are welcomed and encouraged.

|               |                                  |
|---------------|----------------------------------|
| For President | Len Bouche vs. Peter Dechert     |
| For V.P.      | Dan Winston vs. John Smith       |
| For Treasurer | Alan Pitcairn vs. Lynn Waugh     |
| For Secretary | Jack Nelson vs. one of the above |

Dan Winston became our first paid up member, followed closely by Lynn Waugh. A bank account has already been opened.

The foregoing has been given to you in complete detail so that you may think about these matters prior to the meeting. Then, come prepared to get things going. Everyone wants this thing in principle -- it's up to you to help put it across in practice. See you at the meeting-- Wednesday, 7:30 p.m., June 7, Press Club Room at the La Fonda.

See you there,

*Jack*  
Jack Nelson

P.S. If you can't attend, please phone any of the above and let us know your thoughts and intentions.