



## December Special Edition

*No meeting in December. Happy Holidays to all.*

### Things to Think About for 2017...

*from the SANP Board*

Since the founding of Southern Appalachian Nature Photographers (SANP) in 1991, the focus of the club has been nature photography. The club's tag line is "Sharing the Awareness of Nature through Photography." SANP was one of the largest nature photography clubs in America into the new century. During the last decade, SANP has seen a slow, steady decline in membership, and the average age of members has steadily increased. These two trends seem to be common among most area photography clubs. In spite of these trends, SANP is still one of the largest photography clubs in the region and continues to be actively providing for its membership.

SANP has reached a point where the revenue from membership dues does not support the current annual expenses. One way out of this problem is to increase the membership, thus increasing the incoming revenue from dues. The next question is, "How do we attract more members?" This question does not have a simple answer because the reasons membership has declined are complicated.

*(continued on p. 2)*

2017 SANP Salon Update, p. 4



Winter Cardinal. Copyright Clay Thurston.

## Things to Think About for 2017, continued from p. 1

Some of the contributing factors for camera club membership decline are the following.

- The way our society uses cameras has changed, and the changes in camera technology have impacted camera use.
- Schools in America have funding problems, and one of the first programs to be cut from the curriculum is art; thus many younger people have a lesser appreciation for artistic hobbies.
- Younger people can't afford expensive camera equipment while in school or while establishing their careers. Many people start a family soon after leaving school and have little extra money or time for hobbies. Once the kids leave home and people can afford nice cameras, they might become interested in photography and join camera clubs. SANP needs to find these people and attract them to join the club.

Listed below are some facts about camera sales and usage the past few years that influence camera club membership:

- In 2010, the number of cameras being sold overall peaked, and in 2015, the total sales were less than one-third of the total photo camera sales of 2010.
- The more affordable smartphones with integrated cameras have caused the production and sale of regular cameras to go down over 40% across the board in all markets. Hardest hit are the compact camera systems, which saw sales decline from 147 million units in 2012 to under 60 million in 2014. (We haven't attempted to graph camera sales decline with SANP membership decline, but they are probably in step.)
- Smart phone owners take pictures more often, but camera owners still take more overall photos, no doubt in part because "real" photographers still use "real" cameras and take dozens of pictures for the purposes of using only one. By 2022, more than 7 trillion pictures will be taken. Facebook is the big recipient of many of those pictures, with over 300 million photo uploads per day, and Instagram takes in 40 million/day.
- Most people store their photos on their computer and smart phone, but there are still about 17% who print them (you can guess that is the older demographic).
- For most folks, the built-in camera on their smart phones is easier to use than a "real camera," it is easier to share the pictures, and having everything in one device is economical and convenient.
- The camera is the most used feature on their phones for 92% of smart phone users worldwide.
- By 2017, over a third of the world's population is projected to own a smart phone, or an estimated total of almost 2.6 billion smart phone users in the world.
- Nearly two-thirds of Americans now own a smart phone. Over 90% of Americans 18 to 56 years of age own a cell phone or tablet, and 84% use them to make photographs.
- Over 1 trillion photographs will be made in 2017, of these photos about 90% will be made with cell phones/tablets and 10% with cameras. (The downside to taking so many photos is that we usually don't invest the time it takes to organize and protect them. We should start taking better pictures. If a moment is worth capturing, then it's worth taking a few seconds to get the right angle, lighting, and composition. Perhaps we should make a few good photos instead of a few dozen bad ones.)

(Some of the sources for the above: <http://www.phonearena.com/> ; <https://www.statista.com> ; <http://www.pewinternet.org/> ; <http://mylio.com/> )

The SANP membership needs to understand the above trends and facts if we want to attract new club members. Photographers in East Tennessee interested in nature photography are probably aware of

*(continued on p. 3)*

## Things to Think About for 2017, continued from p. 2

SANP, since the club has been around for about 27 years. Thus, we feel that these photographers won't significantly increase membership. That leaves area photographers interested in other styles of photography. Perhaps SANP needs to include more than just nature photography.

The SANP Salon in recent years has seen a steady decline in the number of print entries and an increase in digital entries. Some Salon categories are not being used as much as others. The scenic and travel categories receive the most entries. We can project that these trends reflect the photographic interest of current club members.

If we want to attract smart phone photographers, our club must accept anyone who photographs with something other than a DSLR. The person is the photographer and only uses the imaging device as a tool. A good photographer can use almost any imaging device to make a good photograph.

Broadening the types of photography the club endorses will put it in competition with other area photography clubs. Photographers may find a closer club to join rather than driving to Knoxville. Therefore, SANP will need to be attractive in a special way to lure new photographers.

How do we use the facts and trends given above to help SANP attract more members? One suggestion is that SANP start being active in more than just scenic/nature photography. Changing the focus to outdoor and travel photography could attract more photographers. Outdoor photography could include activities such as hiking, cycling, boating, climbing, and other activities photographed outdoors. People and man-made stuff would become a part of the photographs. Travel photography would include typical photographs made while traveling or on vacation and would also include people and man-made stuff. All members would be encouraged to improve their skills and not be content with average snapshots. The final image would be what mattered and not how it was obtained (this is the current situation, so no change). An outdoor photography club would not be interested in studio, table top, portrait, pet, children, food, or industrial types of photography.

All manner of imaging devices would be welcomed, for example action cameras, smartphones, drones, and fixed lens/DSLR cameras. Emphasis would be on quality photographs of outdoor activities, think National Geographic coverage. The club would need to attract some of the huge number of smart phone photographers (and maybe convert them to use a camera).

If changes are made in the focus of the club, it may be necessary to alter the name a little, which would signal to the public that there is a new emphasis in the club.

To accompany all of this change, the club needs to consider raising the annual dues. The dues have not changed since the club was formed in 1991. Raising the single member annual dues to \$40/year should cover the current budget imbalance for several years.

Please think about these possible changes. Basically, the choices are

- to stay the same and slowly die by attrition, or
- to make some changes to create growth of the club.

There are several ways to make changes. This letter seeks to start a dialog on the best way to proceed.

*If you have comments you want to share, please send them to [info@sanp.net](mailto:info@sanp.net), subject "Things to Think About" or bring written comments to the January club meeting. All comments will be compiled and reviewed at the next SANP board meeting.*

## 2017 SANP Salon News

*from Ed Dumas, Coordinator for 2017 SANP Salon*

You'll notice there have been several changes to the Salon rules this year. These changes are a direct result of the declining number of entries in the B&W and color print categories over the past several years. For example, last year there were insufficient B&W print entries in plants, altered nature, and the special category to allow for a fair competition. This trend has been consistent for several years and has necessitated the rules changes you see today.

Also notable is the elimination of Photographer I and Photographer II divisions in both the print and digital competition, which is a direct result of a lack of entries in the Photographer I division.

The trend of declining print entries has been consistent since I've been the Salon coordinator... If you are passionate about prints and want to see the print competition grow rather than shrink, please encourage more folks to enter prints in our Salon!

And as you prepare your entries for this year's competition, please keep the following dates in mind:

### **Monday, January 9 through Friday, January 20, 2017:**

*Prints will be accepted at Thompson Photo, Fleetwood Photo, and f/32 Photo. Digital entries will be accepted at the e-mail address [sanp.salon.2017@gmail.com](mailto:sanp.salon.2017@gmail.com) during the same time period. Please see the complete salon rules, available at <http://www.sanp.net/salon.html> for more details.*

**Saturday, February 4, 2017:** *Judging for print and digital entries will take place at the First United Methodist Church in Knoxville from 12:00 pm until about 4:00 pm. This is the same location as last year.*

**Saturday, February 11, 2017:** *Judging snow date, same place, just in case.*

**Saturday, February 25, 2017:** *Salon dinner, 6:00 pm at the Bearden Banquet Hall (next door to Buddy's BBQ), again the same location as last year.*

We are doing pretty well with volunteers, but we will need another scorekeeper for the print judging. You will need to know how to use an Excel spreadsheet and the RMF scoring system. I can offer instruction if necessary. If this is of interest you, please let me know by phone [865-386-7506](tel:865-386-7506) or email [ed@eddumas.com](mailto:ed@eddumas.com).

Thank you!

*Ed Dumas, SANP Salon Coordinator*

## 2017 Salon Special Category

The SANP Board has decided that the special category for the 2017 Salon is "Reflections."

Guidelines for this category state that the image **must** include a reflection. Note: no man-made objects are allowed.

## CURRENT MEMBERS -- 2016/17 MEMBERSHIP YEAR

**Alphabetical, by last name, paid as of end of December 2016**

Aiello, N.	Jackson, A.	Robbins, S. & family
Baban, N.	Jenkins, K.	Robbins-Horne, B.
Beasley, A.	Jeswald, J.	Rohwer, C. & R.
Bolt, L.	Johnson, J.	Rowe, H. and J.
Boniol, M.	Kaplan, G.	Russell, R.
Boyd, M. and R.	Kenamer, D.	Sabo, D.
Brekke, C.	Kent, P.	Samuels, C.
Britt, J.	Kernodle, J. and C.	Sauter, K. and J.
Buck, D.	Langston, E. and L.	Schneider, W.
Burger, K.	Lashley, D.	Schubert, P. and V.
Campbell, D.	Light, K.	Schulman, N.
Capozzola, L.	Lowe, P. (J.)	Scott, G. and L.
Carriero, M.	Mallo, C. and D.	Sentell, R.
Carter, D.	Massey, J.	Setser, W.
Chiles, K.	Matlock, J.	Shackelford, S.
Cooper, S.	McConathy, R. and S.	Sherrill, C.
Cory, T. and P.	McCord, G.	Smalley, L.
Cottrell, B. and S.	McCormick, J.	Smith, G. W.
Crawley, H.	McGovern, M.	Stephenson, R.
Crenshaw, M.	Miller, M.	Stickle, E.
Crews, L.	Miller, D. R.	Stillwell, L.
Dalschen, Y.	Moore, D.	Thurston, C. and B.
Dalton, C.	Morgan, S.	Tolliver, D.
Dean, R.	Naney, M. and L.	Turner, P.
Doub, R. and N.S.	Norris, F.	Turney, B. and H.
Dumas, E.	Oberholster, B.	Walker, J. D.
DuPre, C.	Ohnesorge, M.	Williams, J. and C.
Echternacht, S.	Oppel, L.	Wilson, J.
Fogerson, D.	Parks, J.	Wilson, J.
Fowler, E.	Pearman, R.	
Frankel, M.	Pearson, A.	
Glazer, A.	Pease, G.	
Goodrich, R.	Perry, L.	
Goodwin, J. and S.	Plate, N.	
Holladay, J.	Pritchard, B.	
Horne, M.	Proffitt, J.	
Horton, J.	Ramsey, R. and N.S.	
Hurley, P.	Reed, A.	
Hutson, R.	Robbins, I.	

**Membership Dues**

The membership year runs May 1 to April 30 of each year. Dues for the 2016/17 year were due May 1.

If you have not paid your dues for the 2016/17 year and your name is not included on the membership list on this page, be sure to renew by downloading and completing the [form](#) and sending it along with your check to Allan Glazer (address on the form), or renew at the next meeting.

Find more information about the types of membership available on the [website](#).

Only members are eligible to enter the yearly Salon.

**CAMERA CLUB COUNCIL OF TENNESSEE (3CT)**

SANP is a member club of 3CT, which is a network of photography clubs from across Tennessee and neighboring states. Their [monthly newsletter](#) (over 20 pages) includes information about meetings and events for member clubs.

Check out their website at [www.3ct.org](http://www.3ct.org); past newsletters can be found under the "Publications" link at the top of the home page. You can also visit their Facebook page at [www.facebook.com/CameraClubCouncilOfTennessee](http://www.facebook.com/CameraClubCouncilOfTennessee).

**Members:**

If you think your name should be on the list above and you don't find it, please contact [Allan Glazer](#) right away so he can check your status.

## Future 2016 Meetings

No meeting in December

January 31 Jack Goodwin

February 25 2017 Salon Dinner

## SANP Officers

President: Kendall Chiles

865-363-1525

[kchiles@knology.net](mailto:kchiles@knology.net)

Treasurer: Steve Shackelford

Field Trips: Kris Light, Bob Turney

Membership: Allan Glazer

Website: Ron & Sharon McConathy

## Board Members

2017: Ed Dumas

Kris Light

Ron McConathy

2018: Sharon Cottrell

Steve Shackelford

Ed Stickle

2019: Jim Britt

Holland Rowe

Paul Schubert

There is nothing in the world more beautiful than the forest clothed to its very hollows in snow. It is the still ecstasy of nature, wherein every spray, every blade of grass, every spire of reed, every intricacy of twig, is clad with radiance.

-- William Sharp,  
Scottish poet and writer (1855-1905)



2016 Salon, At the edge of the frozen lake,  
*copyright Gretchen Kaplan.*