



The International Leica Society

MARKETING and SURVEY

In March 2016, with Board approval, we hired Helen Todd of Socialty Squared, a NYC marketing firm used by Leica USA and Leica AG during the last four-plus years. Helen brings to LHSA her marketing expertise to LHSA for the purpose of investigating what existing members are looking for to remain in our Society, and what the Gen X&Y generations are wanting, such that they all have the experiences commensurate with their needs, and in the process, build our membership.

Building LHSA membership will be one of two major focuses for the next few years assigned to your Executive Committee (EC) and this particular focus of building membership will take several years to see meaningful results.

SURVEY

We have completed and closed the survey to existing members using broadcast emails, and another for new member targets primarily using our social media sites (Facebook, Instagram, Twitter etc.). The 40+ member Seattle SLUG group has also consented to receiving the survey which gives us a one-on-one basis for more valid responses. We will develop value propositions based on the survey responses, and again submit to the SLUG group for further validation that we have selected the right services for the younger target.

WEBSITE

Updates continue to be made to our new website. Later this month, we will unveil the LHSA Store and the Member Marketplace where members will be able to post their gear and sell to the membership. Future improvements will include a Member Gallery, an Ask the Expert blog, tutorial videos, and interviews with noted Leica photographers. In addition, we are currently investigating how best to make available the mountain of archival files that we have. Thus far, all of the past Viewfinders are online.

If you have not logged on and toured our new website, please do so as soon as possible. You will be pleased at the vast improvements that have been made by David Farkas and Richard Rejino. If you any problems, contact Richard at 972-233-9107 ext. 211 or email him at info@lhsa.org.

FUNDRAISING

This will be the second major focus run by your EC and will be ongoing for several years. Please consider and submit ideas that you have to help our Society such that we can financially get through the next few years until the membership increases materialize. Your financial support is important for us to achieve long term sustainability.

GOVERNANCE, BOD AND BYLAWS

We are in the process of updating our governing documents and will present these to the membership at the annual meeting in Vancouver.

EVENTS

This October 5-8, we are holding our 2016 fall event at beautiful Vancouver BC, and you can couple our event with a Tom Smith Leica Akademie Workshop featuring Anna Davidson on Whidbey Island, WA October 2-5. This will provide you with a full week of photographic emersion in two spectacular settings.

Spring 2007 is a spring Director Retreat held early April in Louisville KY, for the purposes of the final consolidation, categorizing and scanning of our materials stored at Dick Gladden's warehouse. The material will eventually become part of our Archive Section on the new website and along with Viewfinders becomes one of LHSA's strengths in the photographic community. There is a lot to see and do in and around Louisville, and non-directors and families are invited to help out your Directors with their tasks, and also join us for dinner and conversation.

We are developing a LHSA 50th Anniversary Jubilee to begin in Chicago, fall 2017, and finalize in Boston 2018. We will present this concept to our BOD at Vancouver.

Bill Rosauer is working on a new commemorative camera for the occasion, and he hopes to have a prototype at Vancouver. We will be doing pre-sales for the special camera and lens, both to our members for an exclusive time, then to Dealers, then released to the general public. You do not want to miss this opportunity to acquire this special gear.

Denver spring of 2018 will be another Director Retreat (again with BOD approval at Vancouver), with a possible Wetzlar trip early fall (not LHSA sponsored), then rounding out at Boston

Please attend our events, a lot of planning by many members goes into these events, and your participation is important.

PHOTOGRAPHY PHILANTHROPY FUND

In the fall of 2015, Tom Smith, Leica Akademie Instructor and I started a LHSA Photographer Philanthropy Fund, a give back program for our photographic community, and a very important service desired by the younger generations that we will need to embrace as members. We have already raised over \$3,000, and will continue to raise additional funds at our events. Our target will be emerging photographers with a compelling story to tell, in need of funds for completion and fully vetted buy our Board of Directors. There is little grant money available for the 30+ age emerging photographer, so it seems appropriate to focus on that age category, and also because we can exploit it through our social media. Our plan will be to use select Leica Dealers to provide the first vetting process. It is my hope that Leica USA will support these efforts by loaning that individual with necessary Leica gear.

Please support this Photographer Philanthropy Fund as a way to give back to our community.

As a means to create heightened awareness for this Photography Fund, we have initiated an Honorary Ambassador Program whereby prior LHSA Key Note Photographers will be asked to join this select group for the purposes of promoting this worthy cause. We may possibly initiate occasional auctions whereby this select group will donate a signed print, and auctioned off to our members.

SUMMARY

We are attempting to make your Society more relevant to our existing members, and reaching out to new and potential younger members, all in an effort to provide the necessary services that you cannot receive elsewhere, and will keep you coming back for more. We have a lot of work to do in order to make LHSA relevant to our photographic community, and we need your support, both financially, and by volunteering your time.

Thanks for listening.

Gary Hough

Your LHSA President