



### **NANPA and ASMP Joining Forces**

Answers to Frequently Asked Questions for NANPA Members

#### **What is happening between NANPA and ASMP?**

NANPA (the North American Nature Photography Association) and ASMP (the American Society of Media Photographers), two great photography organizations, with over a century of history between them, are joining forces.

The membership of the combined organization will now be approximately 6,500 strong – 4,000 legacy ASMP Members, and 2,500 legacy NANPA Members. They will get exclusive access to the combined array of member benefits including educational programs, in-person and online photography events, local and regional networking, leadership opportunities, and multi-day conferences that each organization currently offers, all without any increase in dues. A series of innovative new benefits will be rolled out in the coming months, including significant expansions focused on nature photography, advertising industry work, and the one-of-a-kind ASMP Academy Powered by Sony.

While ASMP will be the umbrella brand and structure in which NANPA programs will operate moving forward, the NANPA brand will continue in almost all of the ways you know it today with all of the programs and communications you are receiving now. NANPA Board of Trustees, with dedicated funding, will exist within ASMP specifically for nature programs, and there will be NANPA Members brought onto the ASMP Board, as well. A dedicated NANPA Program Coordinator will oversee NANPA programs, communications and committees.

It is important to note that ASMP has many nature photographers in its Membership (indeed Ansel Adams himself was a long-time Member), and ~~there~~ will be opportunities from both sides to significantly expand personal and professional networks in the arena you are in, and if you wish to expand to new areas. The choice will be yours.

#### **When will the new organization be launched?**

It will be launched in January of 2023; watch for communications on the actual launch date. We expect the process to be smooth and straightforward.

### **Is NANPA name going away?**

No. ASMP has contractually agreed to use the NANPA brand for all of its nature programs. Indeed, the NANPA name and its mission are a key reason why ASMP wanted NANPA to join with it and ASMP fully intends to expand the NANPA name and brand further. All NANPA current NANPA programs will continue under the NANPA name.

### **What Advantages will the Larger Organization Provide?**

The combined strength and memberships of ASMP and NANPA will help attract critical corporate sponsorships that will help fund programs into the future. For example, ASMP recently received largest-of-its-kind sponsorship agreement from Sony to establish the ASMP Academy Powered by Sony. The addition of NANPA and its unique focus on nature photography will open many more such opportunities.

The combined scope and resources will also make it easier to market to new members who will hopefully be attracted to all of the NANPA programs that will be on offer.

### **Will the Larger Organization Save on Costs and Efficiency?**

Combining and consolidating efforts and management will help reduce a wide range of administrative costs, including accounting, database services, insurance, marketing, and administrative functions and freeing up more money for programs and member services.

### **What will happen to NANPA programs, communications, and benefits?**

You will continue to receive all the NANPA benefits and communications you receive today, *PLUS* a whole array of new benefits from ASMP, all with no increase in your dues. The NANPA Summit will continue as planned. All NANPA events, communications, and programs including the Showcase and Regional Events will continue as planned. Indeed, the new structure will allow us to invest even more in new nature and conservancy programs moving forward and expand and grow the existing ones in ways we cannot do today.

### **What about the Summit in May? Is it still happening? Should I sign up?**

We have a very exciting Summit planned in Tucson. So sign up right away while you can still get your choice of field trips. Now we also have a new pool of members who will hopefully increase participation.

### **What about Regional Events?**

Regional events will continue without interruption and are filling fast!

### **What Will Happen to Existing NANPA Content?**

NANPA has a long history of producing compelling content such as blog posts, Handbooks, webinars, podcasts, etc. That content will continue to be produced and past content will likewise remain available to members and the general public, as appropriate.

### **What about my dues?**

Your dues will not be raised. And as part of the agreement, all NANPA Members will also automatically be given the option of a Professional Level ASMP Membership, with even more benefits, for 2 years, *at the same price you are paying now*. If you choose at the end of that period to not continue at the ASMP Professional Level, you will continue at the \$100 level with all the current benefits you receive now, plus many other new benefits from ASMP. The choice will be yours.

Current multi-year Memberships will of course be honored.

### **Will I still be a NANPA Member?**

All NANPA Members will now become ASMP Members, but will permanently be recognized and honored as NANPA Legacy Members or (as the case may be) NANPA Founding Members, in various ways. All NANPA Lifetime Members will receive lifetime benefits at the ASMP Professional Benefit Level.

### **What about photo enthusiasts? I thought ASMP was just for Professionals.**

ASMP is rapidly evolving to address the real-world challenges that all associations, including photography associations, face. This includes the recognition that enthusiast members are critical to future growth. ASMP appreciates that many NANPA members are photography enthusiasts and not professionals and will be creating a new \$100 membership level aimed at those who do not necessarily need additional professional benefits. All current NANPA benefits will be available at that level and ASMP intends to aggressively bring new enthusiasts into ASMP generally and into NANPA programs in particular.

### **How would ASMP's professional benefits help me?**

ASMP has a long history of providing extensive benefits to professional and aspiring professional members on topics such as business formation and management, image licensing, copyright, professional networking, and more. For budgetary reasons NANPA has never been able to provide such benefits at any comprehensive level. By joining with ASMP, NANPA members who need these benefits will have the ability to obtain them. As noted above, all NANPA members will automatically get top-level Professional status for at least two years and access to everything on offer. After that point, they can pick the membership level that best meets their needs.

### **How will the NANPA Board of Trustees Work?**

It is important to keep the NANPA voice, history and values present on everything related to NANPA within ASMP. The NANPA Board of Trustees will serve that role. It will have up to 15 members to be initially appointed by NANPA and thereafter self-managed by the Board. The Board of Trustees will control NANPA Committees, advise the general ASMP board on issues pertaining to issues, etc. It will also solely manage the NANPA Fund, which can be used as it sees fit to benefit NANPA programs and initiatives. This is just one way the legacy of NANPA is protected.

### **Will NANPA's Existing Committees Continue?**

Yes. All of the key NANPA Committees will continue, with the committee membership determined by the new NANPA Board of Trustees. The NANPA Board of Trustees may eventually eliminate some redundant committees if they are no longer needed, but certain key committees like Ethics, Conservation, Awards, etc. will carry on and with the full support of ASMP.

### **What about NANPA's Focus on Ethics and Conservation?**

ASMP believes in NANPA's mission and will expressly adopt NANPA's mission statement into its own bylaws, including its focus and positions on nature photography ethics and conservation.

### **What will Happen to NANPA Reserve Fund?**

NANPA has a reserve fund (i.e. savings in excess of its annual operating funds). Sixty percent of those funds will go to the NANPA Fund that is controlled solely by the NANPA Board of Trustees, and 40% will be used for transition costs, expenses, and NANPA programming.

### **What about the NANPA Foundation and NANPA Archives?**

The NANPA Foundation will continue its operations and mission unchanged as an independent organization. The Foundation will presumably continue to support NANPA's nature photography programs. And the NANPA historical Archives will be transferred to, owned by, and preserved by the Foundation.

### **Will There Be Local Chapters?**

NANPA Members will have the opportunity to participate in one of the 38 local ASMP Chapters, each with their own set of events, programs, and benefits. There is no requirement to participate in an ASMP Chapter, and no cost to you if you choose to do so. Doing so will be an opportunity to greatly expand your network and association benefits.

### **What about government relations?**

ASMP has a long history of advocating on behalf of photographers both in court and on Capitol Hill. ASMP will be retaining its current government relations team in Washington, D.C., and will expand its goals to include issues of particular interest to nature photographers and conservation, something NANPA in its current form cannot afford to do.

### **Who will be the staff leader of the combined organization?**

ASMP's CEO James Edmund Datri, who has over 14 years' experience leading and growing prominent national Member organizations will be the CEO of the combined organization, and many of NANPA's current staff will remain to ensure continuity in the management of NANPA legacy programs, along with a new permanent position dedicated to overseeing the NANPA nature photography programs.

### **Where will the organization be headquartered?**

The new headquarters of the combined organization will be consolidated to San Francisco, ASMP's current headquarters.

### **[I](#) Who will we be able to reach out to with Member questions and concerns?**

You will soon have greatly expanded access to Member services during business hours through ASMP's staffed Member call center and live chat.

### **How can I visibly show my pride in NANPA?**

The ASMP Store will in short order begin selling a wide range [of](#) NANPA-branded items.