

President's Message #7

Christmas Message

"Life is like a camera. Just focus on what's important and capture the good times, develop from the negatives, and if things don't work out, just take another shot." -Anonymous

I and the Board of Directors want to wish a Merry Christmas and Happy New Year to all our members and to the over 300 subscribers to our newsletter. Subscriptions are still growing, and a surprising few have come from Central Canada and the USA.

The Board especially wants to welcome the members who have joined us this year. For those of you who are new to the club, let me offer a tip: To get to know us better and faster, volunteer for something or join a committee. You will learn a great deal very quickly!

The past year has been tough in some ways but also rewarding. We've had changes and challenges, as most of you are aware, but these changes have set our club up to take on the challenges the next few years will bring.

As our membership evolves and our world continues to change, the club will need to be responsive and flexible; we must be up to that challenge. Photography, in my view, will not be the same in a few years as it is now. Just like switching from film to digital was a quantum leap into the future, AI, digital camera technology, and cell phone technology is going to take our passion into uncharted territory and the club must be ready.

We've created a lot of new positions within the club and many positions got filled by new people. We had some turnover on some committees, but it went smoothly, and the new leaders have fit right into their positions. Thank you to everybody involved for everything you have done for the club. We were able to achieve our goals because of the great efforts you made.

The Club remains in a solid financial position because of recent growth in new memberships. The club has never been bigger and that is a positive thing for us. We will continue to grow the club as new members inject new life and help keep our club vibrant and interesting.

In this Christmas season, we would like to suggest that a membership to the club would make a great Christmas gift to anyone you know who is into photography but hasn't yet joined. At only \$85.00 a year, membership is a great value—a perfect gift for a friend or family member.

All of us on the Board of Directors—Bob, Dennis, Ian, Jason, Margaret, Rilla, and I—look forward to seeing you at club events next year. 2024 is going to be an exciting year—it is our 80th year—and we hope you will help us make it a hallmark year for the club.

Have a fabulous Christmas and New Years with your friends and family. We look forward to seeing you in 2024.

James Dies – President – Victoria Camera Club.