2009 was a constructive and eventful year for SVA. Through the efforts of our very hard-working board and generous membership, our organization is once more in the black financially. Our membership numbers are in stasis, and SVA’s creative efforts have produced innovative work in the print and electronic media as well as useful conference programs, sessions, and workshops for the benefit of the AAA as a whole. The year 2010, under our new leadership, promises to be a time of further exploration and implementation of new ideas.

Our print and online journal, *Visual Anthropology Review* (VAR), has attracted new members and produced revenue. The installation of our new publisher got off to an understandably bumpy start, but journal production is now humming along smoothly thanks to the close attention of our editors. Both VAR and our Section column in the *Anthropology News* provide public space for cutting edge work in the field. The SVA web site has a number of additional features added by the web committee that allow for more interaction with users, more flexibility, and streamlining of possibilities to connect with other related sites. This Fall, we are putting emphasis on gathering information for the web site about programs of study in our field so as to better serve the many students and mid-career individuals who contact us in search of such materials.

The big footprint of our AAA conference activities belies the relatively small population size of SVA when compared to other Sections. Our program committee proposed several fine presidential sessions and planned an impressive array of regular and special sessions in the standard program. In addition, SVA organizes two multi-day events every year that are small conferences in themselves: the Visual Research Conference and the Film Festival. On top of these events, our board members produced a series of workshops that guide AAA members in the use of still and motion technologies in a research context from initial planning through editing and even to marketing of finished work. Our board members are also working on pilot projects for possible new events: an ongoing still images competition, and exhibit featuring interactive media and art. We plan to update our Section bylaws, streamline our Film Festival process, and reduce membership and subscription fees for all of our activities, given the present national financial crisis and the large proportion of our members who are students.
As outgoing president, I recommend that SVA:

1. reduce all of its fees and charges so as to encourage maintaining and increasing our membership during this difficult financial period in our country and our world.
2. save between 50 and 60% of our hard-won Section funds so that we can sustain ourselves from year to year given new financial realities.
3. look for ways to support innovative events such as the Terminalia exhibit and the Stills Photo Pilot organized this year by our board members, as well as student organization activities.
4. continue with the effort initiated this year to register visual anthropology programs and individual visual anthropologists that/who wish to recruit and work with national and international students interested in our field.

Our president-elect is in the process of laying groundwork in a number of new areas with the help of board members. Among proposals for 2010 are:

1. An update for the SVA bylaws to make them more in tune with, for example, recent changes in the AAA calendar, and the implications of the new technologies.
2. Compose a history of SVA.
3. Form working groups to explore the special contributions of scholars and artists in the areas of still photography, art, and interactive media.
4. Construct an ongoing forum for examining the subject of ethics in our field.
5. Seek and strengthen liaisons with visual anthropology organizations in the US and globally.
6. Polling of our membership to learn about our demographic characteristics, and discern what sorts of information and services members need and want from the organization.
7. Create a committee concerned with films for anthropological teaching.
8. Explore the idea of organizing a North American film festival along the lines of those held in other countries.

It has been a pleasure for me to work with the very fine group of individuals on the board as well as with our ever forward looking and energetic SVA general membership. The positive outlook, esprit de corps, and great effort put forth by these special people are what keep SVA being the wonderful organization that it is. I have no doubt that as the media and visual arts become more and more central to
our modern way of life, the other Sections in the AAA will join SVA in common endeavors.

Mary Strong, SVA president 2008, 2009

II RESPONSE TO SA QUESTIONS

A. Accomplishments this year.

1. Members: approx. 500
2. Financial balance: $100,000.00 before conference expenses
3. Invited sessions: 1-050, 1-119, 2-009, Special events: 0-002, 0-005, 0-034, 0-036, 0-067, 0-107, 1-101, 1-185, 2-204, 3-183
   Multiple and multi-day events: Film Festival, Visual Research Conference, Stills Photography pilot exhibit, Photography and Film workshop series, Terminalia Exhibit (off site)
   Co-sponsored sessions: 2-148, 3-147, 3-173
   Presidential session: 3-143
   Regular sessions (panels): eight
4. NA
5. Awards: Lifetime Achievement: Asen Balikci, Richard Chalfen; Special award for distinguished service to SVA: Thomas Blakely.
6. See above plans to reduce Section fees, actively seek members nationally and internationally
7. Film Festival awards: series of awards given during event 0-136 to professionals in all categories and students who submitted films to the competition. Full information soon to be posted on SVA web site.
8. Internal communication: Email addresses of board members (see list in separate document), SVA web site linked to aaa.net official site. These media work well for us.

B. FUTURE PLANS
1. Reduce Section fees, international and national outreach.
2. Initiatives to increase attention to interactive media, still photography, art, and ethnographic film.
3. See above.
4. Liaisons in progress with Anthropology of Work, Latino and Latina Anthropologists, others.

C. CONCERNS AND ISSUES
At the conference
1. Larger room and more complete technology for projecting various film formats and accommodating larger audiences.
2. Future venues for still photography, interactive media, and art exhibits.